Vogue

Autumn Shoes
80 feet of Fashion
24 Suits

ADVANCE RETAIL TRADE EDITION

See section facing page 136

OCTOBER 1, 1941

PRICE 35 CENTS
40 CENTS IN CANADA

COPYRIGHT 1941, THE CONDÉ NAST PUBLICATIONS, INC.

"HERE'S TO YOUR HEALTH, LONG LIFE, AND HAPPINESS"

SO SAYS the best man in his toast to the bride. So says Wamsutta, too. For the Indian name Wamsutta means "loving heart" and that, quite literally, is the kind of care that we put into the final touches on every *Supercale* sheet. . . . Examining the fabric, yard by yard. Ironing and folding the sheets. And sewing on the Wamsutta label which is the guarantee of their *long life* and your *happiness* in using these famous "Finest of Cottons" cherished by five generations of brides.

SEND 30 CENTS *for a special boudoir pillowcase of Wamsutta Supercale (size 12" x 18", not sold in stores) and make your own tests by actual use. We will be glad to send you, free, "A Guide for the Bride," to help estimate sheet and pillowcase needs for any size of budget. Address: Dept. V-6.*

WAMSUTTA MILLS — *Since 1846, The Finest of Cottons* — NEW BEDFORD, MASS.

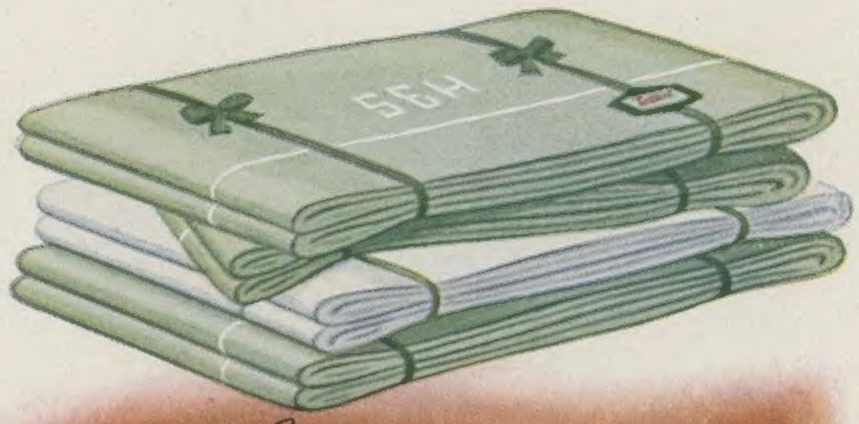
WAMSUTTA *Supercale* **SHEETS**

*REG. U. S. PAT. OFF.

Ask to see the new lines of blankets sponsored by Wamsutta Mills: "Springfield" and "The Three Weavers"

★ ★ THE TOAST TO THE BRIDE ★ ★

The toast is given by the best man, at the bride's right. She, of course, remains seated. This is one of those absolute "musts" . . . as time-honored as starting her housekeeping with sterling silver for her table and Wamsutta *Supercale* for her beds.



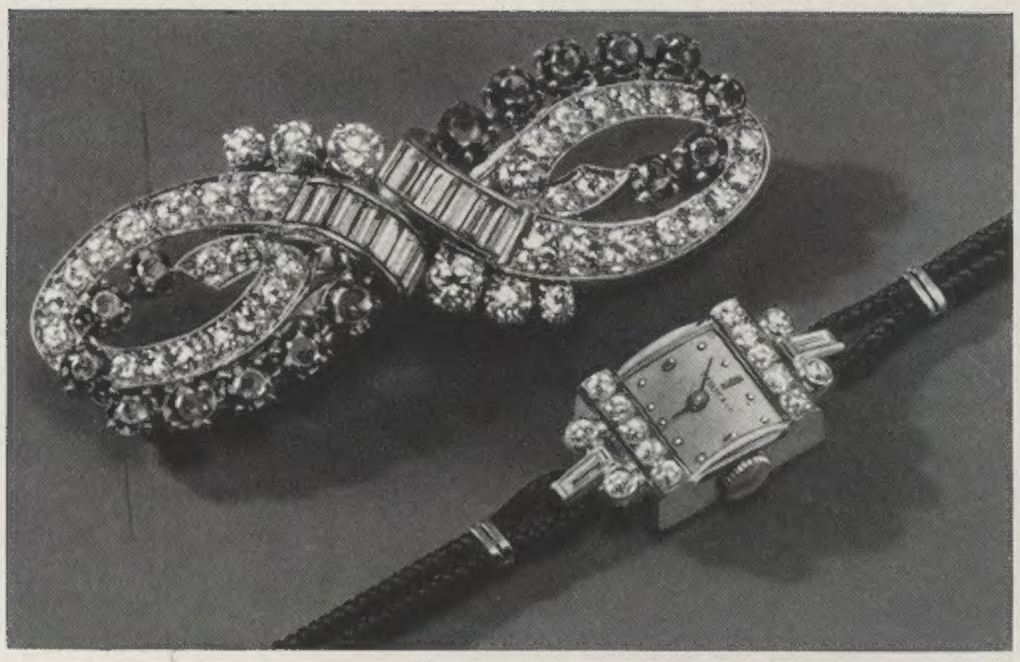
The Trousseau Sheet of America

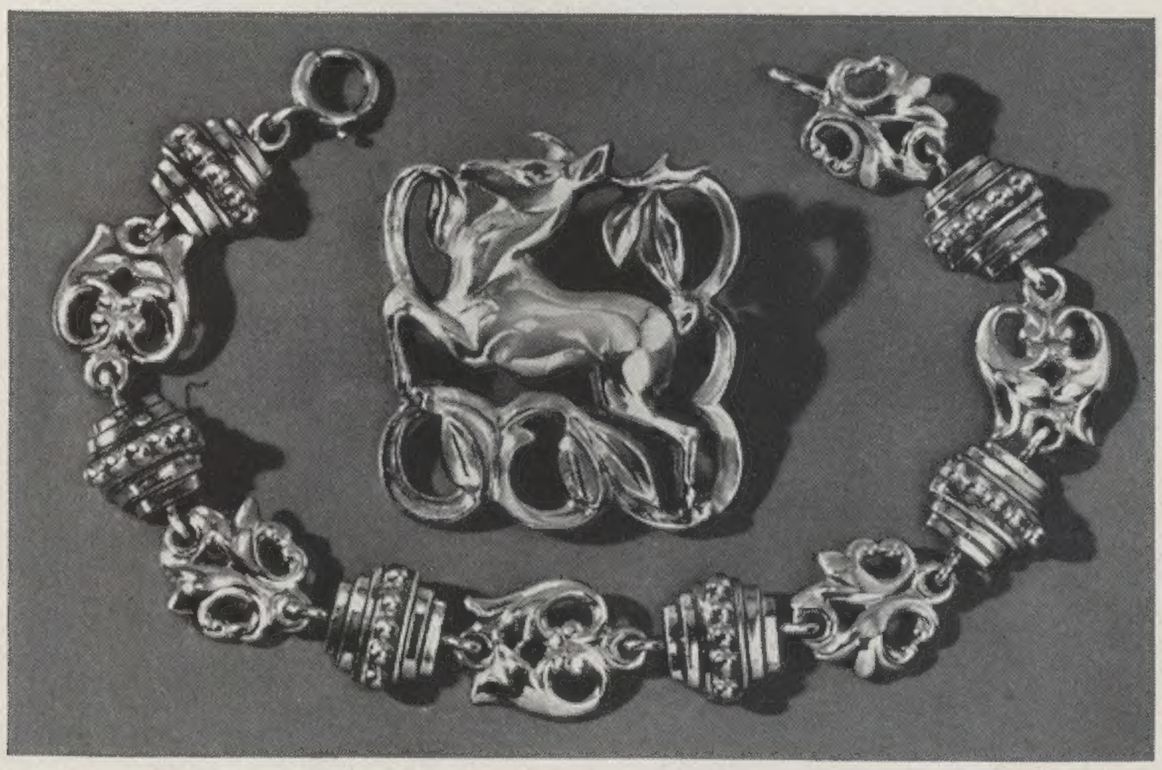
100% AMERICAN COTTON MADE IN U.S.A.

TIFFANY & CO.

Diamonds of fine color and brilliancy. Wedding and personal stationery for the bride. Silverware, china and glassware for her new home.

FIFTH AVENUE & 57TH STREET
NEW YORK





DIAMOND AND SAPPHIRE BROOCH WHICH MAY BE DIVIDED FOR USE AS A PAIR OF CLIPS
DIAMOND WRIST WATCH

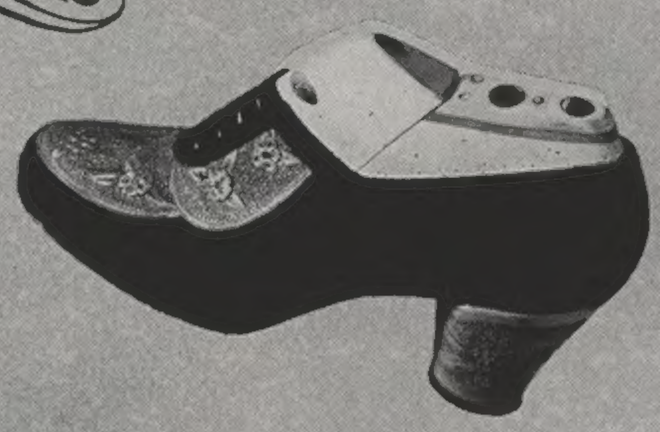
GOLD BRACELET
STERLING SILVER BROOCH

STERLING SILVER SANDWICH TRAY WITH ETCHED DESIGN
STERLING SILVER DISH, 11½ INCHES LONG

GLASS DECANTER
HIGHBALL GLASSES WITH HUNTING SCENES IN COLOR

DELMAN

Presents herewith his new and notable series of hand-tooled leather shoes ❧ A rich medieval fashion revived and perfected by DELMAN on his most modern lasts ❧ Russet, brown or beige calfskin or suede and calf combinations, embellished elaborately as a monk's manuscript, with tooled and fired designs ❧ Recapturing for our time, the durable beauty of old bench-craft in these fine DELMAN originals



Delman agencies in principal cities

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

HORST

Grecian drapery and glimmering embroidery on white rayon crepe —shaped to a heavenly body. The jewel a shining sheaf of rubies and moonstones and sapphires. Both Bergdorf Goodman designs.

J. L. HUDSON CO. Detroit
JULIUS GARFINCKEL & CO., INC. Washington, D. C.
BONWIT TELLER, INC. New York City
NEIMAN MARCUS CO., INC. Dallas
MARSHALL FIELD & CO. Chicago
I. MAGNIN & CO. San Francisco, Los Angeles Pasadena, Seattle, Oakland
JENNY, INC. Cincinnati
LEVYS, INC. Jacksonville
HALLE BROS. CO. Cleveland
BONWIT TELLER, INC. Philadelphia
KAUFMANN'S Pittsburgh
MEIER & FRANK CO., INC. Portland
THALHIMER BROS., INC. Richmond
J. L. BRANDEIS & SONS Omaha
MRS. EUGENE GRAY, INC. Columbus, Dayton, Harbor Springs
JAY'S, INC. Boston, Brookline, Wellesley
Mc CURDY & CO. Rochester
DAYTON COMPANY Minneapolis, St. Paul
L. BAMBERGER & CO. Newark
MODE, LTD. Boise
J. B. IVEY & COMPANY Charlotte
ULIAN'S Worcester
HILLS, McLEAN & HASKINS, INC. Binghamton
MARY SACHS Harrisburg, Lancaster, Reading
BEVERLY SHOP Wilkes Barre
DEUTSCH-UPTOWN Danville
HADDAD Spokane
THE FASHION Shreveport
GARFIELD'S Wichita
CHASNOFF, INC. Kansas City
KLINE'S Casper, Wyoming
T. EATON CO., LTD. Winnipeg, Toronto, Montreal
MAKOFF CLASSIC SHOP Salt Lake City
SPECIALTY SHOP Reno
BON MARCHE Sacramento
GANO-DOWNS Denver
GILMORE BROTHERS Kalamazoo
SCHLEISNER CO. Baltimore
GEO. R. TAYLOR CO. Wheeling
J. S. BROIDA, INC. Parkersburg
SAMUEL SPIGEL, INC. Roanoke
AMES & BROWNLEY, INC. Norfolk
BROWN-DUNKIN COMPANY, INC. Tulsa
JOHN A. BROWN CO. Oklahoma City
SOSNIK & SOSNIK Winston-Salem
JEAN WEST Asheville
NELMS & BLUM COMPANY Greenville
FLINT & KENT, INC. Buffalo
KEVERAL, INC. Tampa
BURGER-PHILLIPS CO. Birmingham
NACHMAN & MEERTIEF Montgomery
LOVEMAN'S, INC. Chattanooga
POPULAR DRY GOODS CO., INC. El Paso
SIEGEL'S CANADIAN San Antonio
THELMA SCHAUM Corpus Christi
MARIE ANTOINETTE Austin
WEINBERGER'S Atlanta, Nashville, Louisville
LEVYS LADIES' TOGGERY, INC. Memphis
THE FASHION Houston
THE FAIR, SCHERMERHORN CO. Fort Worth
MAISON BLANCHE CO. New Orleans

Vogue
October 1st, 1941

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut. Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A. For Canada $1.00 additional per year for Tariff.

Vol. 98, No. 7
Whole No. 1661

Traina-Norell

The House of Traina-Norell comes on the season like an electrical storm. Its designer, young Mr. Norell, creates a collection so alive that everyone's talking. Photographed his Salome, a silk jersey in molten beige, purple, baroque pink, 135.00 Headdress, 35.00

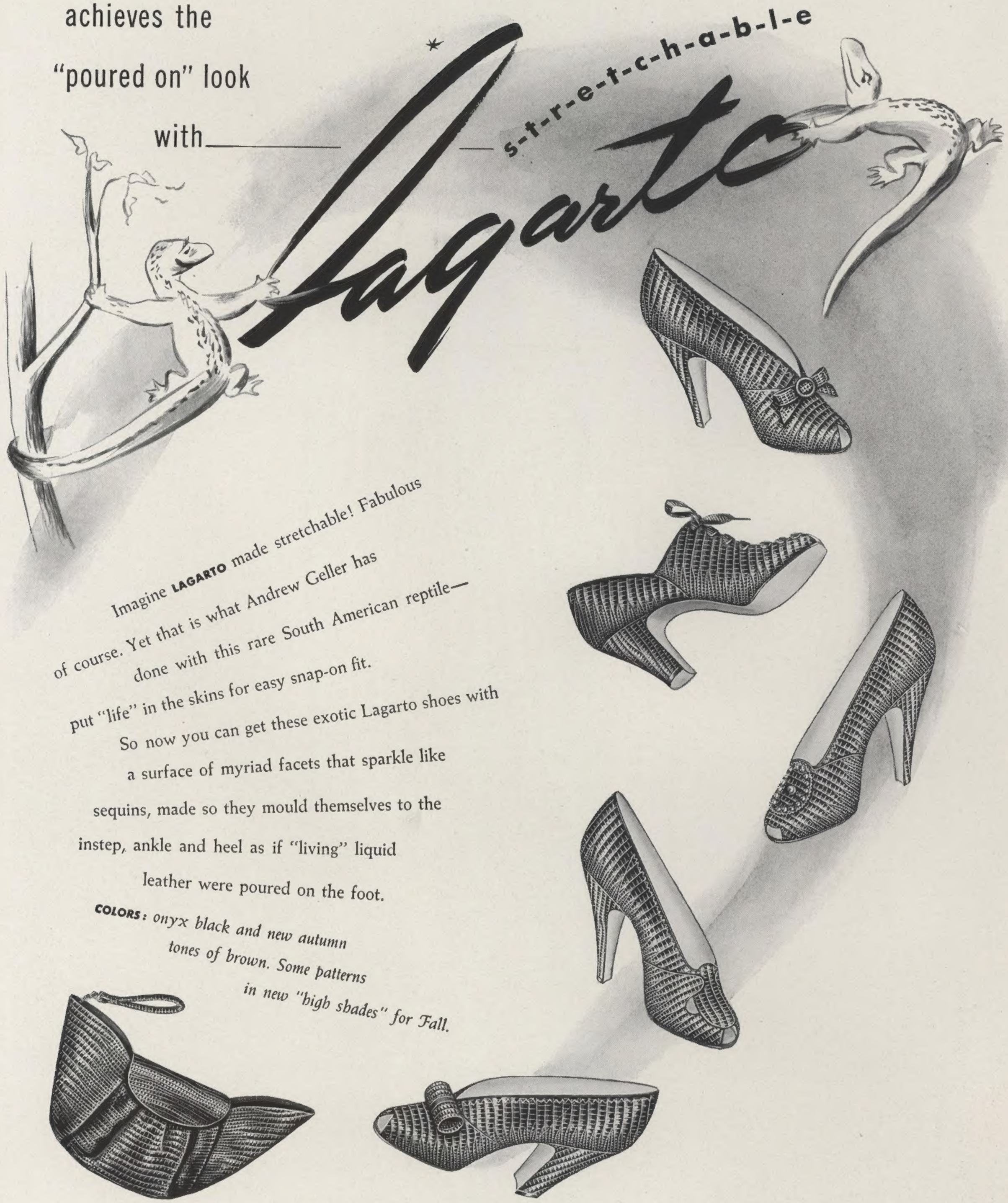
BONWIT TELLER • MISSES' SALON, SIXTH FLOOR • NEW YORK • WHITE PLAINS

Andrew Geller

achieves the

"poured on" look

with_____



Imagine **LAGARTO** made stretchable! Fabulous of course. Yet that is what Andrew Geller has done with this rare South American reptile—put "life" in the skins for easy snap-on fit.

So now you can get these exotic Lagarto shoes with a surface of myriad facets that sparkle like sequins, made so they mould themselves to the instep, ankle and heel as if "living" liquid leather were poured on the foot.

COLORS: *onyx black and new autumn tones of brown. Some patterns in new "high shades" for Fall.*

*COPR. 1941 by Andrew Geller

Andrew Geller **EXQUISITE FOOTWEAR** • 537 FIFTH AVENUE • NEW YORK

Only at Jay Thorpe . . romantic mood in a clinging dinner dress with sculptured fullness at the back . . molded basque with a row of tiny buttons. In rayon crepe . . wonderful in English vermilion, stunning in black or turquoise. Created by our top designer, Wilson Folmar, from our brilliant Fall Collection of Original designs . 110.00

FIFTY-SEVENTH STREET WEST, NEW YORK

Style 347 (left) with sheared beaver collar • Style 1303 (right) with wolf collar, dyed to harmonize with fabric. Either style $79.95
Other fur-trimmed styles $69.95 — Untrimmed $39.95

*This label is your guarantee it's a genuine *Shagmoor*
(*REG. U.S. PAT. OFF.)

THERE IS A TRADITION of quality behind the *Shagmoor label. It is your assurance of fine, careful workmanship; of simple, classic design that won't go out of style in a season; of downy-soft, 100% wool exclusive *Shagmoor fabric made by a patented process to give comfortable warmth-without-weight. For Incomes Limited (or Unlimited) a *Shagmoor is a sound investment!

AT BETTER STORES EVERYWHERE
Write to Dept. V-1 For Complete Booklet Of Styles **LINDER BROS.** *The House of Shagmoor* • 512 SEVENTH AVENUE • NEW YORK

Party Play Shoes By joyce
PASADENA, CALIFORNIA
Love these Party Play Shoes -- in beautiful suede with high, brass-studded cool-ee soles. They're called Galaxy - and only $7.95
Galaxy perfect for lunch with Bill -- wear new black, carry bag to match -- $5.00
5:30 - cocktails with Barney.
7:30 - Dinner at Faie's - new dinner dress and my other Party Play shoes in red suede and gold kid - - in black and silver, stunning for Van's dinner pajamas.
League meeting - 3:00 - then tea and late, "don't dress" dinner at Lil's. Party Play shoes a fine thing throughout.
Memo to Mary: get silver and gold Party Play Shoes for Friday's dance. So flexible so dramatic --- and just $10.95.
All the best stores seem to have t

Georgiana FROCKS

REG. U. S. PAT. OFF.

Bright Bequiling Basic "Georgellas"

One of these is your bright passage into October's whirl. For, whether you enter in an Autumn landscape color or black, you'll want to wear "Georgella." This is Georgiana's new rayon grenadine with a clothy feel and sheer, wool look. You'll wear it hard—never tire of it—love it always for looking so well with so little care. ***Study the four "trend types" pictured. One will be yours . . . for only *$7.95*.

1 *Left Above*—**"American Favorite,"** a coat dress with sloping shoulders and deep V. Red rust, black, brown, or Commander blue. Sizes 16 to 44.

2 *Right Above*—**"Two Part Look,"** a gay deceiver because it's all in one. Black, rose beige, green or brown with whipping edge of color. Sizes 12 to 20.

3 *Far Right*—**"Necklace Drape,"** and muff puff pockets. New seamless shoulders. Brown, green, black or Sierra blue. Sizes 12½ to 22½; 12 to 40.

4 *Right*—**"Line of Venus,"** shirred shoulders framed in dipping scallops. Gold, red rust, green, or frost clear Sierra blue. Sizes 12 to 20.

BULLOCK'S, Los Angeles
Wm. H. Block, Indianapolis
Bloomingdale's, New York City
Brown-Dunkin, Tulsa
The Dayton Company, Minneapolis
The Emporium, San Francisco
Filene's, Boston
Frederick & Nelson, Seattle
Gimbel Bros., Pittsburgh
Heironimus, Roanoke
Hahne's Newark, N. J.
Herpolsheimer, Grand Rapids
CARSON PIRIE SCOTT, Chicago
Joske Bros., San Antonio
Kaufman-Straus, Louisville
Kline's, Kansas City
Lowenstein's, Memphis
Meier-Frank, Portland
Rich's, Atlanta
Montgomery Fair, Montgomery
Sage-Allen, Hartford
Schuster's, Milwaukee
Strawbridge & Clothier, Phila.
Younker Bros., Des Moines

Sold in over 2,500 cities, or write Tabin Picker & Co., Chicago

BUY A KISS BUY A KISS

"I'll take the one with the New Pond's 'Lips'"

Altho the new Pond's "Lips" made its debut only a year ago, not thousands—but ***millions*** of girls have switched to this lush new lipstick. There are good reasons for this violent interest, of course—

1. Pond's "Lips" ***stay on longer.*** They really do—***noticeably!***
2. Pond's "Stagline" shades are talk-making, dramatic, ***exciting.***
3. Pond's "Lips" are such an incredibly good "buy!" You get such a beautiful ***lot*** of first-quality lipstick for only 49¢—even for 10¢!

You'll find Pond's "Lips" at good beauty counters everywhere. Try this outstanding new lipstick success ***now!***

WOHL SHOE COMPANY

SHOES YOU LOVE!

Connie
SHOE CREATIONS

CONNIES

Startling... dashing... perfect! CONNIES fall into the front ranks of your life as if they belonged there all along! And they do! For with deftly manipulated materials... utterly sophisticated comfort . . . *petite* tariff . . . CONNIES are a standout in the best of company—put you on the busiest "party" line of the year! Write Dept. C for Style Booklet and name of your nearest dealer.

5.00
Some styles slightly higher

S A I N T L O U I S , M I S S O U R I

jet
CORDAY
jet
CORDAY
DISTRIBUTORS
CORDAY
jet
Black Magic by CORDAY a perfume for Witching Hours

George Platt Lynes

The fine gleam of ebony...the subtle lights in satin...

Russian Broadtail...in a new silhouette. From our collection of fur-originals.

Henri Bendel
10 WEST 57
NEW YORK

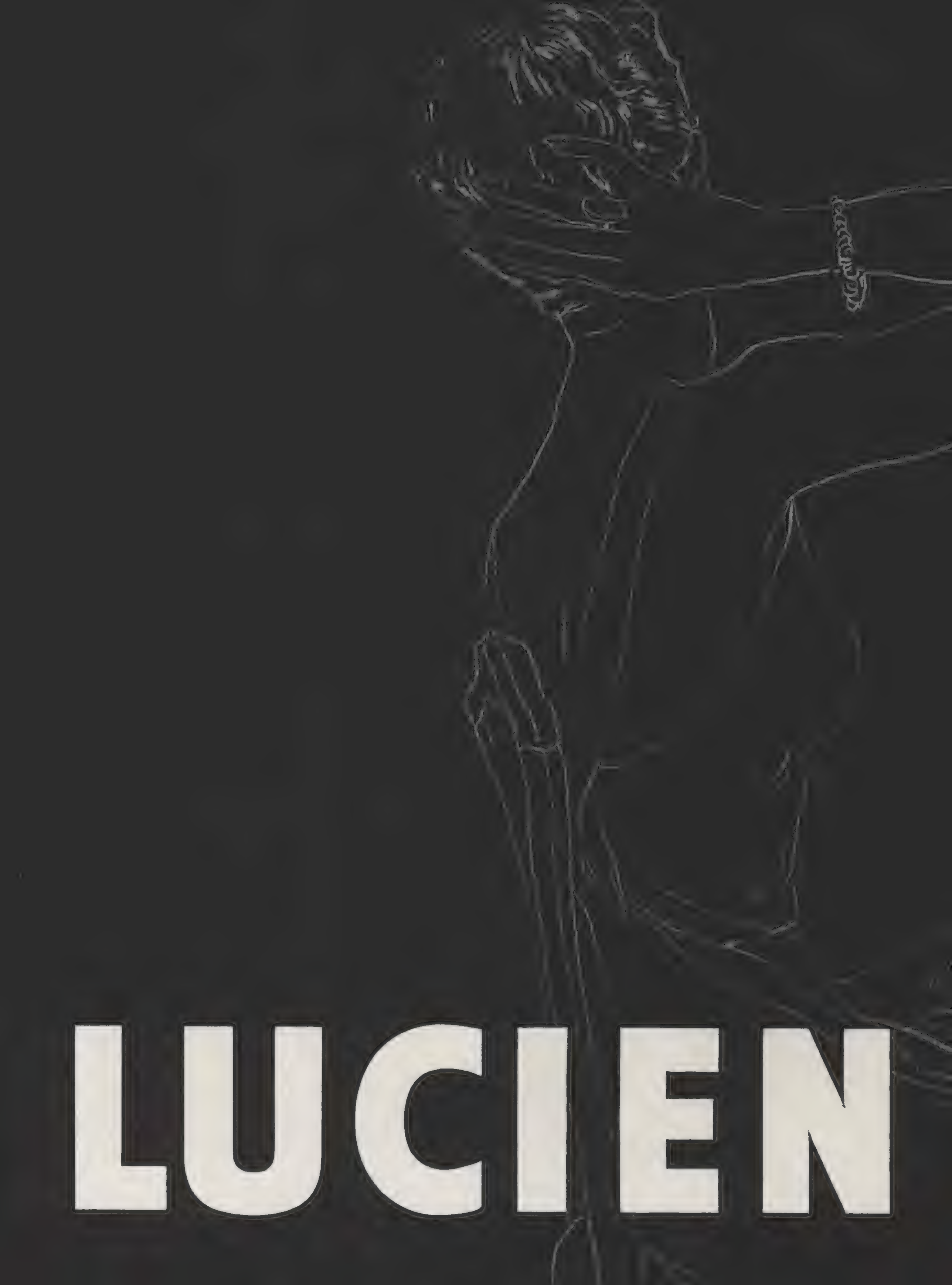
"You just know she wears them"
NOW. . . . DRESSMAKER LENGTHS IN SUPER-NYLON
by Mc Callum & PROPPER
One of these lovely, sheer-as-mist Nylon stockings is made to fit YOU. Just look for the stripe at the top. One stripe if you're small . . . two stripes if you're medium . . . three stripes if you're tall. Call for your stripe in our perfectly proportioned super-Nylons . . . at the finest stores everywhere.

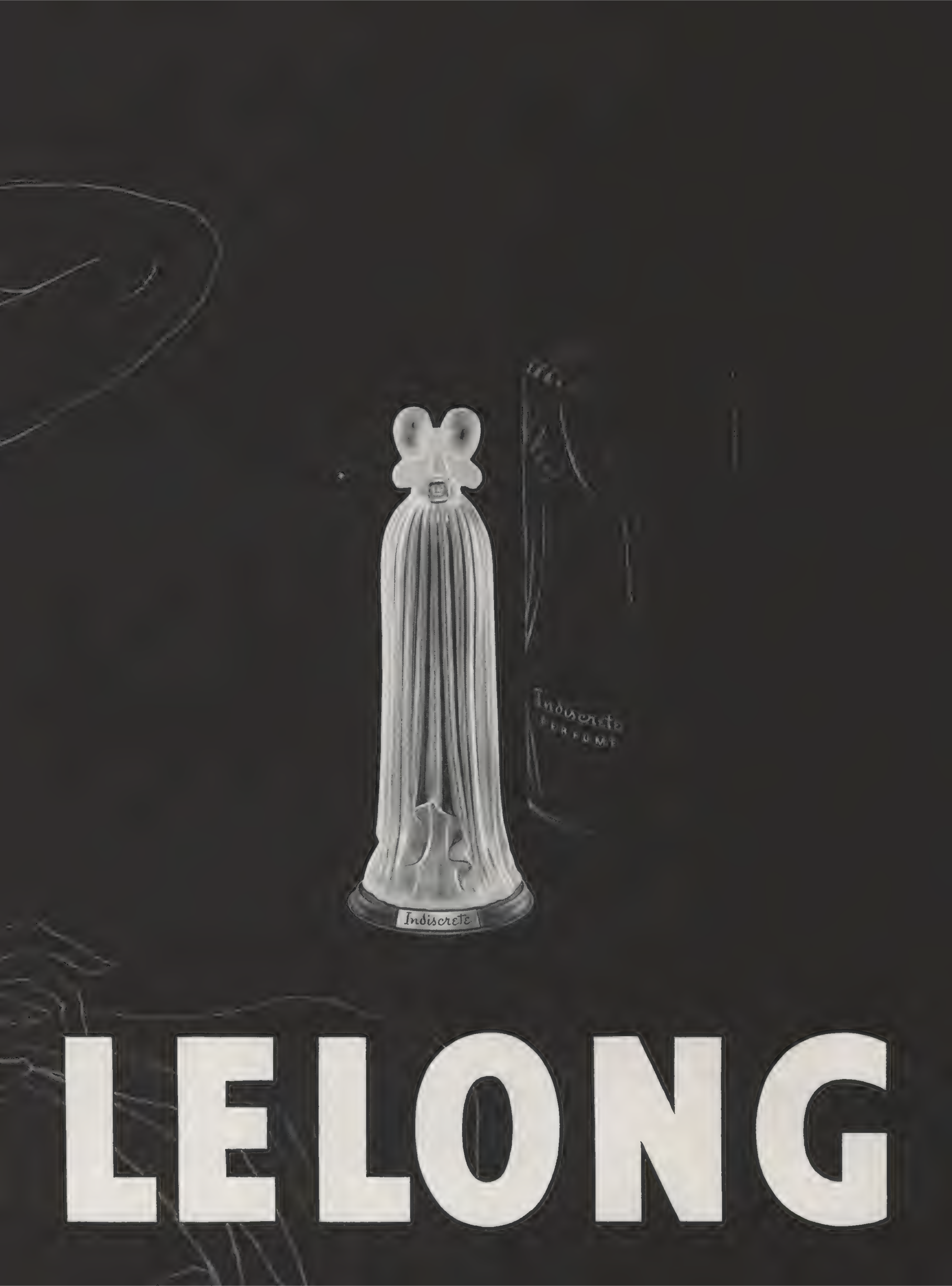
SHOP 28

Announcing the Twenty-eight Shop . . . beautiful setting for the assembly of our finest fashions . . . private elevators at 28 East Washington Street. New decor . . . new clothes . . . traditional Marshall Field quality.

George Platt Lynes

MARSHALL FIELD & COMPANY *Chicago*


LUCIEN


Indiscrete
PERFUME
Indiscrete
LELONG

Your Shoe Questions Answered by Queen Qualitys

BREATH-TAKING

[WHO?] You, serenely lovely . . . in your

[WHAT?] Bewitching new Queen Quality Shoes . . . gaily going

[WHERE?] Everywhere.

[WHEN?] From the instant you try on these exquisite newcomers.

[WHY?] Because you can't resist Queen Quality's new, young high-styles and tempting light-hearted price!

OMAR

AVON

STANDISH

MARTINI

MARGO

ILSA

$6.75 ALL STYLES

DENVER WEST $6.95

Queen Quality SHOES

Queen Quality Shoes

QUEEN QUALITY SHOE COMPANY • DIV: INTERNATIONAL SHOE COMPANY • SAINT LOUIS

BRAEMAR A word to the Scotsman who said, "There's nothing different, this year, about Braemars."

...It is a minor miracle to a lady standing in peaceful autumn sunlight that her beloved cashmere sweaters are here, unchanged. That their serene perfection is undisturbed, their craftsmanship still flawless. She wears them with a new pride in their soft, quiet elegance.

Braemar Aristocrat pullover, 13.95; matching cardigan, 15.95.

NEW YORK • BOSTON • CHICAGO • CLEVELAND • DETROIT • HARTFORD • MILWAUKEE • MINNEAPOLIS • PHILADELPHIA • PROVIDENCE • ST. LOUIS • ST. PAUL

Two in *Candlelight,* a new warm glowing beige for the candlelit evenings of winter. In a beautiful *Althal* rayon crepe woven with Celanese yarn. Both are emblazoned with gold . . . *Left,* in a wheat design . . . *Right,* in applique bows. About $40.

For the name of the store in your city, write to Jack Herzog & Bro., Inc., 530 Seventh Ave., New York City

*Reg. U. S. Pat. Off.

LORD & TAYLOR, NEW YORK • JAY'S, BOSTON • CHAS. A. STEVENS, CHICAGO • BULLOCK'S-WILSHIRE, LOS ANGELES • JULIUS GARFINCKEL & CO., WASHINGTON, D. C.

Skylark

. . . with a note of gay abandon.
A carefree, lightsome fragrance.
Accessory to romance . . . laughter . . . love.

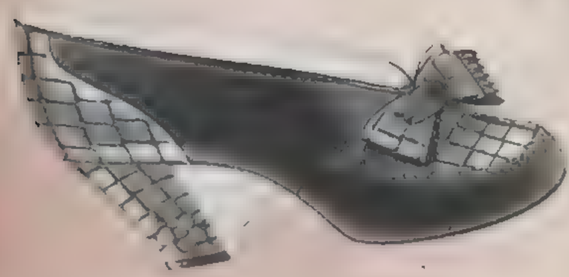
PERFUME, $1.50 and $3.75. LILTING FRAGRANCE, $1.00. FACE POWDER, $1.00
DUSTING POWDER, $1.00. TALC, 50c. SOAP, 35c and 50c. BATH BUBBLES, $1.00

barbara gould New York

FASHION COMES TO LIFE . . .

PUFF

SPRITE



MINX

SAGA

MYTH

in "Fashion Fresh"

Life-Stride

SHOES

If you could have three wishes . . . you'd find them all come true (without benefit of Aladdin's lamp) in Life-Stride Shoes! You'd wish for beautiful shoes to flatter you, with the sorcery of "Fashion-Fresh" styling. You'd wish for the glorious feeling of freedom that comes from Life-Stride's ingenious features. Yes, and you'd wish for a price as easily within reach as Life-Stride's!

$5 Slightly Higher in the West

For address of your nearest Life-Stride dealer, drop a postcard to . . .

LIFE-STRIDE DIVISION • MILIUS SHOE COMPANY • ST. LOUIS, MO.

Russeks
Design Studio
Original

Ralph Marano, our tiptop designer, has a way with mink that has made him famous. Now see his newest collection! Princely, blue-blooded skins sewn in our own workrooms. Ready or custom-made, priced from $1750.

RUSSEKS • FIFTH AVENUE AT 36th STREET, NEW YORK • also available in our Brooklyn and Chicago stores

THOSE PERFECTLY HEAVENLY SHOES

• Priced at $6.95 and up •

Leading stores feature Paradise Shoes. For brochure of Fall styles, address Style Department.

BRAUER BROS Paradise Shoes REG U S PAT OFF SHOE CO. • ST. LOUIS

Makers of Paradise Shoes and Tango Pumps

Korel *introduces*

Korantelope

at long last A "NON-CROCKABLE" BLACK SUEDE!

For years and years fashion right women have demanded bags made of so called "Antelope" or suede. Sleek, suave, beautiful though it was, everyone resigned themselves to the fact that the color would rub off, though hoping against hope that someone, someday, would invent a suede that would not crock. After years of research our tanners achieved this miracle...invented a finish, succeeded in making a black that will not rub off. It requires a finer skin, a more costly kind of skin...and then only the very choicest are good enough to take this new finish.

We proudly present to you this miracle of miracles, a richer, more beautiful black suede...KORANTELOPE.

Victory
Paramount Custom Footwear
DESIGNED BY Kalmon
Starlighter
Hasson
Bermuda
Perran-Hoolygan
Hoolygan Kicks
BY PARAMOUNT
Raoul-Hoolygan
FOR YOU WHO SET TRENDS
Paramount's Preview of Gabardines
designed by Kalmon
For you who seek the unusual to spice the commonplace, Kalmon has created from the lustrous beauty of *BURG'S GABARDINE new spurs to loveliness . . . For date-time Paramount Custom Footwear, anticipating spring in these Preview Gabardines highlighted with patent or luxurious suede to add a note of stunning intrigue . . . In skyscraper or in-between heels . . . and for daytime, hitting adventure road for the Yale Bowl, cocky little Hoolygan Kicks. Flatties in Gabardine, conspiring with rough-and-tumble calf to take you places . . . snuggling down to roost while you root . . . and then at evening, gaily winging you home again.
You're missing something if you haven't worn them. Why wait . . . when time's awastin . . . and they're waiting for you.
SIX-NINETY FIVE and up
AT AMERICA'S FOREMOST STORES
Joseph's Chicago
Rich's Atlanta
Shillito's Cincinnati
Seager Bros. Dallas
Oppenheim-Collins
Imperial Shoe Store
Roos Bros.
The Hecht Company
Scruggs, Vandervoort & Barney
New Orleans
San Francisco
Washington, D. C.
St. Louis
New York, Brooklyn, Buffalo
FOR STORES NEAREST YOU WRITE DEPT. 2-G
PARAMOUNT SHOE MANUFACTURING COMPANY, SAINT LOUIS, MISSOURI

Falling softly like a jabot.

New treatment of this precious fur . . . so easy, so subtle. And so flattering on this cloth coat, distinguished in its lovely details . . . its important simplicity.

On sale at the leading stores in your city.

All cloth coats trimmed with Fromm Pedigreed Silver Fox now carry double identification . . . the Fromm label and blue medallion ribbon. For your assurance that your selection is genuine Bright with Silver.

COPYRIGHT 1941
FROMM BROS., INC.
HAMBURG, WISC.

Shine 'em up!

Sassy

Saucy Lady

You'll take your calfskin shiny... and love it! Gleaming **Antique Ruby,** rich **Custom Tan,** or sparkling **Onyx Black**—fashioned by **Florsheim** into low-heel **Brogies** that are tops in fashion news—for campus or career—service corps or station wagon crowd.

Esquire

Classic

Florsheims*

the most walked about shoes in America!

$10.95 most styles

THE FLORSHEIM SHOE COMPANY • *Manufacturers* • CHICAGO • *Makers of Fine Shoes for Men and Women*

Beauty...

seen and unseen

To feminine eyes and hands, here is true luxury—a fabric soft and delicate as a caress, rich and lovely in appearance.

Yet Bur-Mil* Rayon French Crepe is luxury . . . *plus practicality*. For while finer filament acetate rayon yarns give breath-taking beauty and finer texture, there is unseen beauty in the structure of this fabric. Standardized weaving and supervised finishing assure superior wearing qualities.

The practical luxuries shown here are delicately appliqued and finished by hand with tiny painstaking stitches. In Shell, Blue, Yellow, White. Sizes 32 to 40.

*Reg. U. S. Pat. Off.

The gown.....$4. *The slip.....$3.* *Step-ins.....$2.*

at MARSHALL FIELD & COMPANY, CHICAGO

BUR-MIL QUALITY

Greige goods sold by
BURLINGTON MILLS CORPORATION
OF NEW YORK, AT 450 SEVENTH AVENUE

You can See and Feel their Higher Quality

Regardless of price you can buy nothing finer than Utica Percale sheets

It's easy enough to cut quality in producing percale sheets . . . by skimping on the number of threads . . . by using cheaper cotton and coarser yarns less costly to manufacture, instead of lustrous, fine all combed yarns. But such lower quality sheets cannot give you full percale luxury.

We who make Utica Percale sheets have but one thought in mind: To maintain the highest quality standards. Thus, we start with lovely, long staple cotton . . . we put it through the expensive combing process to give it a silk-like beauty . . . then we weave over 200 threads to the inch. Truly, you can buy nothing finer—yet Utica Percale sheets are moderately priced. A postcard will bring you a free swatch. Utica and Mohawk Cotton Mills, Inc., Utica, N. Y.

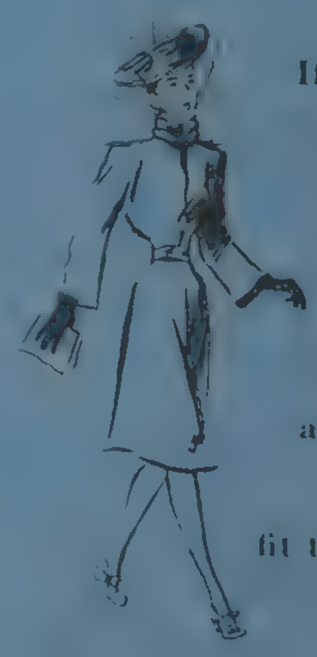
THE FEEL OF SILK . . . THE STRENGTH OF LINEN

Allurement for a Lady...

a new and original perfume by the House of Houbigant . . . for those who wish to be feminine, gracious and sought after!

Walk... Shop... Dine

IN THE ONLY SHOES WITH "FULL FASHIONED FIT"



If you've ever walked across a soft rug in your stocking feet . . . and what woman hasn't . . . you've had a taste of the joys in store for you with your first pair of Foot Saver Shoes. Their exclusive Shortback* shaping gives you the full-fashioned fit and comfort of a stocking in Foot Saver's rugged Skuffies, slim town ties, dress-up pumps. Made to fit the curves of your foot as well as its width and length. Foot Savers always hug your heel and instep without ever crowding your toes. Enjoy this flattering plus . . . *all through the day!* Write for useful purse-size memo book, showing new Foot Saver fashions, and name of nearest store. The Julian & Kokenge Company, 248 S. Front Street, Columbus, Ohio

Junior Foot Savers are made by J. Edwards & Company, Philadelphia, Pa.

*Reg. U. S. Pat. Off.

Charlene

Gloriane

Parkdale

SHORTBACK

Foot Savers

Perfect Fit from Heel —to Toe

—thanks to Foot Saver's exclusive Shortback Lasts*

Foot Savers are priced from

$9.75 to $13.75

PUT YOUR LEGS ON A DEFENSE BASIS THIS *SMARTER* WAY

Don't think for a minute that you'll ever have to give up stockings that fit and flatter your legs. As long as *Belle-Sharmeer* makes stockings in *leg sizes* — and that will be always — you'll have the trim, smooth ankles, the wrinkle-free smartness you love. In these days of defense stockings, the sleek, sure fit that comes with *Belle-Sharmeer's* individual leg sizing is even more important than ever — positively essential to your chic! So remember *Belle-Sharmeer* Stockings — individually sized in *width* as well as in length for small, middling, tall and plump legs — are exclusive with one fine store in your city. Let a trained *Belle-Sharmeer* saleswoman suggest the leg size that's perfect for you!

Belle-Sharmeer Division, Wayne Knitting Mills, Fort Wayne, Indiana

ALBERTA . . . swaggering, elasticized spectator in Turftan calf (antiqued). Impudent bow . . . high toe last . . . saucy Stroller heel.

ELECTRA . . . jaunty, elasticized black suede and calf pump. Perky bow . . . popular Pyramid heel. Also in Olive Drab covert cloth. Golden Tobacco calf trim.

SANFORD . . . chic, gadabout in new Toffee Tan calf (antiqued). Clever stitched accents . . . carefree walking heel . . . smart square toe last.

For Women "On the Go"... Fashion Originals by Vitality!

MURIEL . . . pert, elasticized black suede and calf slip-on. Petite open toe . . . smart vamp appliqué . . . daring Continental heel.

WEAR the shoes that look right *everywhere!* In town or country . . . give your feet that "well-groomed" air this season with stunning new Vitality shoes. Bewitchingly youthful . . . charmingly feminine . . . and blissfully comfortable, you'll never tire *of* (or *in*) flattering Vitality patterns! See the complete fall and winter line of these new and exciting styles at your Vitality dealer's soon. VITALITY SHOE CO., *Division of International Shoe Co.*, St. Louis, Mo.

Vitality SHOES $6.75 DENVER, WEST $6.95

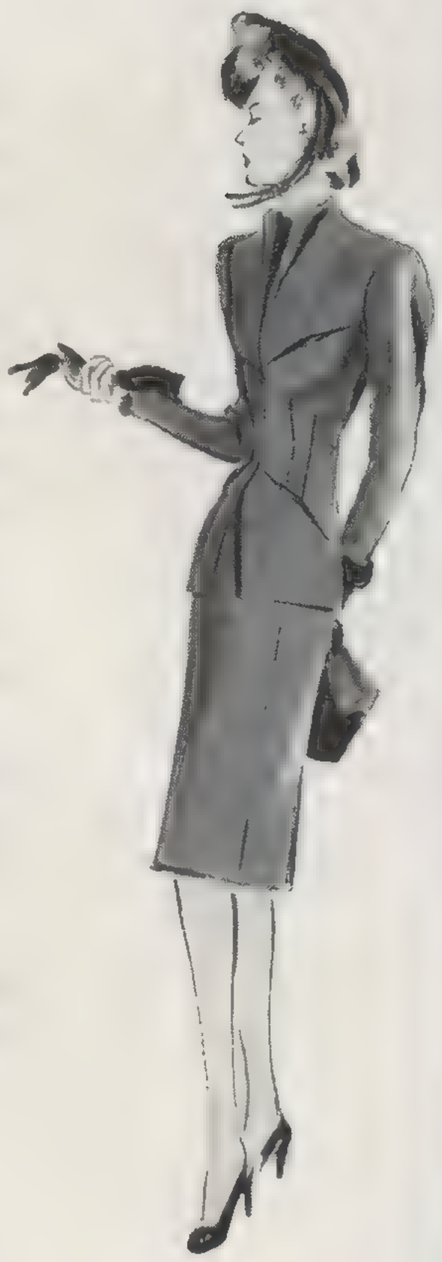
Complete Range of Sizes and Widths
Vitality Open Road Shoes, for Outdoor and Campus Wear, $5, $5.50, $6

GERALDINE . . . flirtatious black suede, front gore step-in. Vamp perforations . . . walled last . . . Boulevard heel. Also in Golden Tobacco calf (antiqued).

Vitality Shoes Have Everything!

THE LONG-RIBBED EFFECT YOU WANT THIS FALL

designed into a new *Formold**



IT IS very important in this period of intensified activity to be correctly silhouetted without sacrifice of comfort. And you'll find this new Formold for the average figure giving you just the right lines.

One long, smooth, shapely unit. The front and back panels in vertical stretch rayon satin and the side sections in two-way stretch leno web are all made with "Lastex" yarn, for the fit, comfort and control with which it is synonymous.

Entirely new bust treatment. A continuation of the satin panel into the bust section gives firm uplift support and avoids a bunched, flattening line at the top of the bust.

T shoulder straps distribute the weight and pull of the garment. A plush-lined slide fastener closing in back continues the smoothly distributed look.

Not one bone. A Formold foundation bends right with you. This particular Formold in nude only, sizes 32 to 40.

Exclusive at these A. M. C. stores—23 of America's finest

ABRAHAM & STRAUS	*Brooklyn*
L. S. AYRES & CO.	*Indianapolis*
BLOOMINGDALE'S	*New York City*
BOSTON STORE	*Milwaukee*
BULLOCK'S	*Los Angeles*
BURDINE'S, INC.	*Miami*
BURDINE'S, INC.	*West Palm Beach*
THE DAYTON COMPANY	*Minneapolis*
THE EMPORIUM	*San Francisco*
†WM. FILENE'S SONS COMPANY	*Boston*
FILENE'S, WORCESTER	*Worcester*
B. FORMAN CO.	*Rochester*
JOSEPH HORNE CO.	*Pittsburgh*
THE J. L. HUDSON COMPANY	*Detroit*
HUTZLER BROTHERS CO.	*Baltimore*
THE F. & R. LAZARUS & CO.	*Columbus*
THE RIKE-KUMLER COMPANY	*Dayton*
THE JOHN SHILLITO CO.	*Cincinnati*
STIX, BAER & FULLER	*St. Louis*
STRAWBRIDGE & CLOTHIER	*Philadelphia*
TAYLOR'S	*Cleveland*
THALHIMERS	*Richmond*
R. H. WHITE'S	*Boston*

†At Wm. Filene's Sons Company, Boston, ask for "Grace" instead of "Formold" Foundations.

Formold Style No. 0613

AT AROUND $15.00

*REG. U. S. PAT. OFF.
A. M. CORP.

MADE WITH *Lastex* . . . THE MIRACLE YARN THAT MAKES THINGS FIT

REG. U. S. PAT. OFF.

An elastic yarn manufactured exclusively by United States Rubber Company, makers of "Laton" yarn, 1230 Sixth Avenue, Rockefeller Center, New York City

Shapely Shaleens

Shaleens are skillfully knit and shaped. Finely seamed. They fit your ankle snugly... nestle lovingly to your instep... cuddle your curves, and flatter... my dear, how they do flatter! Gossamer sheer as a soft autumn mist. Though fine-spun, Shaleen Nylons have high tensile strength. They really take punishment—no matter what position you're in. Yes, for trustworthy strength and fit . . . for captivating beauty . . . you'd best choose lovely Shaleens.

shaleen

NYLON HOSIERY
AT THE BETTER STORES

SHANNON HOSIERY MILLS, INC., COLUMBUS, GA.

VIRGIE

RONDO

SMOOTHIE

CAPTURE IT ENCHANTINGLY IN LOVELY NEW

RHYTHM STEP SHOES

THERE'S a new, spirited look to walking—in shoe fashions daintier, more foot-diminishing than ever! And with this smart, free-stepping look comes a buoyant feeling—in Rhythm Step shoes. The shoes with the magic "lift" at heel, arch and ball of your foot—extra support without extra weight! So excitingly different you notice its refreshing feel with your first three steps. And there's style excitement in every new pair of lovely Rhythm Step shoes, too!

PEACHES

Most Styles

$7.95

Slightly Higher Denver and West

JANIE

MAKE THE 3-STEP TEST. Go to your dealer's and see the many enchanting new Rhythm Step fashions. Walk three steps in any pair—you'll say shoes never felt so buoyantly restful—so right from the start! Because no other shoes have weightless Rhythm Treads!

Below is a partial list of Rhythm Step dealers. If your city is not listed write to Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo.

Akron, Ohio, A. Polsky Co.
Albany, N. Y., W. M. Whitney Co.
Atlanta, Ga., Byck Bros.
Atlantic City, N. J., Boston Shoe Store
Baltimore, Md., Hutzler Bros. Co.
Beaumont, Texas, The Fashion
Birmingham, Ala., Guarantee Shoe Co.
Boston, Mass., C. F. Hovey Co.
Bridgeport, Conn., Howland D. G. Co.
Brooklyn, N. Y., Abraham & Straus
Buffalo, N. Y., Adam, Meldrum & Anderson
Canton, Ohio, The Parisian Store
Chattanooga, Tenn., Miller Bros.
Chicago, Ill., Carson Pirie Scott & Co.
Cincinnati, Ohio, Rollman's
Cleveland, Ohio, Higbee's
Columbus, Ohio, Morehouse-Martens
Dallas, Texas, Titche-Goettinger
Dayton, Ohio, Rike-Kumler
Denver, Colo., Daniels & Fisher
Des Moines, Iowa, Field Shoe Co.
Detroit, Mich., J. L. Hudson Co.
Elizabeth City, N. J., Levy Bros.
Elmira, N. Y., The Gorton Co'y.
El Paso, Texas, Guarantee Shoe Co.
Erie, Pa., Halle Bros. Co.
Evansville, Ind., Schultz Cloak House
Flint, Mich., Smith-Bridgman Co.
Ft. Wayne, Ind., Fishman's
Ft. Worth, Texas, Washer Bros.
Grand Rapids, Mich., Herpolsheimer's
Hartford, Conn., Sage-Allen Co.
Hollywood, Calif., Broadway-Hollywood
Indianapolis, Ind., Wm. H. Block Co.
Jackson, Miss., The Emporium
Jacksonville, Fla., Purcells
Jamaica, N. Y., B. Gertz, Inc.
Kansas City, Mo., Kline's
Knoxville, Tenn., Miller's
Lawrence, Mass., Cherry & Webb
Little Rock, Ark., The M. M. Cohn Co.
Long Beach, Calif., Quality Boot Shop
Los Angeles, Calif., J. W. Robinson Co.
Louisville, Ky., Fowler's Bootery
Lowell, Mass., Walk Over Shoe Shop
Memphis, Tenn., Cook & Love
Miami, Fla., Burdine's Inc.
Miami Beach, Fla., Burdine's Inc.
Milwaukee, Wisc., The Boston Store
Minneapolis, Minn., The Dayton Co.
Nashville, Tenn., Cain-Sloan Co.
New Bedford, Mass., Cherry & Co.
New Haven, Conn., Edw. Malley Co.
New Orleans, La., Gus Mayer Co.
New York City, N. Y., Stern Bros.
Oakland, Calif., Peters Bros. Shoe Salon
Oklahoma City, Okla., Kerr's
Omaha, Nebr., Drexel Shoe Co.
Peoria, Ill., Block & Kuhl
Philadelphia, Pa., Strawbridge & Clothier
Phoenix, Ariz., Bush Footwear Co.
Pittsburgh, Pa., Joseph Horne Co.
Portland, Ore., Meier & Frank
Providence, R. I., F. E. Ballou Co.
Reading, Pa., Pomeroy's
Richmond, Va., Miller & Rhoads
Rochester, N. Y., McCurdy's
Sacramento, Calif., Weinstock Lubin Co.
Salt Lake City, Utah, Z. C. M. I.
San Antonio, Texas, Wolff & Marx
San Diego, Calif., The Marston Co.
San Francisco, Calif., O'Connor, Moffatt & Co.
Savannah, Ga., Globe Shoe Co.
Schenectady, N. Y., The Carl Co.
Scranton, Pa., Cleland-Simpson Co.
Seattle, Wash., The Bon Marche
South Bend, Ind., Paul O. Kuehn
Springfield, Mass., Manning-Armstrong
St. Louis, Mo., Stix-Baer & Fuller
St. Paul, Minn., The Golden Rule
Tampa, Fla., Weil-Maas Shoe Salon
Toledo, Ohio, Lamson Bros. Co.
Tulsa, Okla., Brown's Boot Shop
Washington, D. C., Joseph De Young
Waterbury, Conn., Manning-Armstrong
West Palm Beach, Fla., Burdine's Inc.
Wichita, Kansas, Walker Bros.
Wilkes-Barre, Pa., Pomeroy's
Worcester, Mass., Heywood Shoe Store

seniors!!

if THE FIRST LOVE OF YOUR LIFE IS YOUR CAMERA . . .

FILTERS, ANGLES AND SHADOWS MEAN A CAREER TO YOU . . .

YOU HAVE A SERIOUS INTEREST IN PHOTOGRAPHY . . .

Enroll Today in Vogue's Second PHOTOGRAPHIC CONTEST

Vogue offers you the opportunity to step right from your campus into the Condé Nast Studios as a full-fledged photographer with a salary. The 2nd Photographic Contest will award two career prizes—one for men—one for women—consisting of a six months' apprenticeship job, with salary, in the Condé Nast Studios in New York. Both awards promise permanent positions if the trial period is successfully completed. In addition to these two major prizes, 8 cash awards and numerous Honourable Mentions are given.

Give yourself a head start and begin on the first problems now. First entries, based on the problems appearing below, should not be mailed later than November 20th. All material should be addressed to Vogue's Photographic Contest, 420 Lexington Ave., New York City. For complete rules and entry blank, see opposite page.

Problem no. 1

Send us the best photograph you have ever taken. You may send any kind of photograph (a portrait, a landscape, a building, a still life, an action snapshot, etc.) provided, in your opinion, it is the best thing you have ever done. On the back of photograph state your reasons for this selection in not over 50 words.

Problem no. 2

Take a photograph which, in your opinion, gives a vivid impression of your home, your town, or your college. Express the physical conditions, atmosphere and character as well as it is possible in one photograph.

For both of these problems you may submit any kind of a print or enlargement (large or small, glossy or matte, mounted or not).

For Problem #1, send only one picture.

For Problem #2 you may submit as many as three photographs; but in the latter case mark on the back your first, second and third choice.

Write your name and address on the back of all photographs, as well as a full technical description of the conditions under which the photographs were taken—camera, film, lens opening, shutter speed, filter, etc.

Vogue's PHOTOGRAPHIC CONTEST

FOR COLLEGE SENIORS—MEN AND WOMEN

Contest Rules

1. Each entrant must be a member of the graduating class of 1942 in a United States college or university which grants a recognized A.B. or B.S. degree.
2. Each entrant must fill out a questionnaire which may be mailed immediately, or with the answers to the first two problems, not later than November 20th.
3. Vogue's Photographic Contest will consist of a series of 8 problems to be published in Vogue. Problems 1 and 2 will appear in the September 1, October 1, and November 1, Vogue; problems 3 and 4 will appear in the December 1 Vogue; problems 5 and 6 in the February 1 and March 1 Vogue; problems 7 and 8 in the April 1 Vogue.
4. Entries for each set of problems must be mailed on or before the 20th of the month in which the problems appear. You may submit 1 to 3 prints for each problem. Entries received with insufficient postage will not be accepted.
5. The judges of the contest will be the editors of Vogue. Their decision will be final.
6. Prizes of 6 months' positions in the Condé Nast Studios will be awarded to the two winners—one for men—one for women. Cash prizes and Honourable Mentions will be given for the best photographs on each problem.
7. The winners of Vogue's Photographic Contest will be announced on or about June 15, 1942, and will join Vogue's New York studio for a period of at least six months.

VOGUE'S PHOTOGRAPHIC CONTEST

420 Lexington Ave., New York City

Please send me the entry blank and questionnaire which I must fill out in order to enter Vogue's Photographic Contest.

NAME_____

(PLEASE PRINT CLEARLY OR TYPE)

ADDRESS_____

_____

V-10-1-41

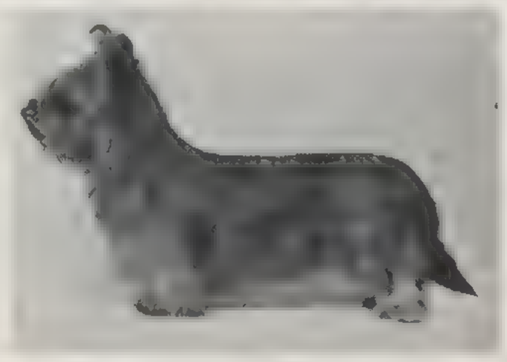
SENIOR AT_____ COLLEGE OR UNIVERSITY

Jewels Hammer Galleries — Décor—Waldorf-Astoria Hotel

Revillon Frères

684 Fifth Avenue at 54th Street • Circle 7-7343

SKYE TERRIERS



Ch. Antinea v. Regentenhof
Puppies For Sale
AT STUD
Ch. Bracadale Henry
Ch. Jerry of Merrymount
IRADELL KENNELS
Mrs. Consuelo V. Warburton, Owner
Edward A. Richards, Manager
P. O. Box 191, Port Washington, L.I., N.Y.
Tel. Port Washington 39W

AT STUD

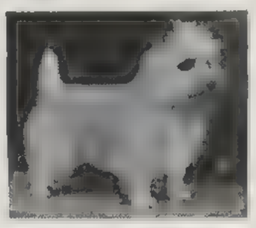
Int. Ch. Newtownards Aristocrat

Irish Terriers
Unusual Companions. Show dogs, bitches, also puppies and youngsters, bred by Champions. Small types.
Maradon Kennels
Felix A. Donnelly
Owner
551 Fifth Avenue
N. Y. C., N. Y.
Tel. VA 6-4567

Airedale Terriers
Exclusively Since 1917
For Sale
Puppies By This Famous Stud. Also Show Dogs, Brood Bitches and Companion Dogs
A. L. ZECKENDORF
Turn of River Road
Stamford, Conn.

Ch. Walnut Clipper of Freedom at Stud
By Walnut King Nobbler

Wire Foxterriers
Bred from show stock
Sensible dispositions guaranteed. Write for information.
TWIN SPADES KENNELS
Olga F. Gannon
Ghent New York
Tel. Chatham 0941



Ch. Buff of Eastcote

Cairn Terriers
either young or matured of excellent quality and charming personality.
EASTCOTE KENNEL
Mrs. H. L. Platt
Wilton, Conn.
Tel. Wilton 24

Dandie Dinmonts
Sealyhams
Magnificent, champion bred puppies. Write for pictures and prices.
OVERHILL KENNELS
Capt. & Mrs. Wm. M. Kirby
801 E. 77th St.
Kansas City, Mo.

WESTERN SPECIALTY CLUBS ASS'N COMBINED DOG SHOWS
World's Largest Specialty Show
COLISEUM, CHICAGO, ILL.
NOVEMBER 29th and 30th, 1941.
ENTER YOUR DOG
CASH—TROPHIES—RIBBONS
A. WILSON BOW, Supt.
2806 Twelfth Street Detroit, Mich.

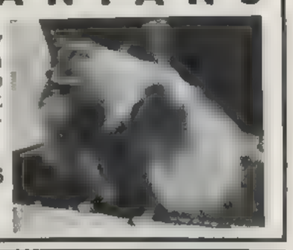
21 BREEDS—21 SHOWS
English Setters . . . Irish Setters . . . Cocker Spaniels . . . English Springer Spaniels . . . Dachshunds . . . Boxers . . . Collies . . . Doberman Pinschers . . . Great Danes . . . Wire Foxterriers . . . Smooth Foxterriers . . . Irish Terriers . . . Standard Schnauzers . . . Scottish Terriers . . . Sealyham Terriers . . . Chihuahuas . . . Pomeranians . . . Boston Terriers . . . Bulldogs . . . Chow Chows . . . Poodles . . . Schipperkes.

GREAT DANES

Well raised puppies and grown stock. We ship dogs all over the world to satisfied customers. Write, phone or call.
'Phone, Superior 8-2259
PLANETREE KENNELS (reg.)
5634 Fallbrook Avenue
Canoga Park, Calif.

Lowmont Kennels
Bayberry Lane
Greenwich, Conn.
STANDARD POODLES
Some young grown stock available. Puppies ready for October sale.
M. McCreery, A. Hoguet

POMERANIANS
Champion bred Toy puppies available in orange, cream, sable and black. Excellent quality. We ship anywhere. Inquire
TINY TOT KENNELS
Mrs. R. J. Wilson
West Point, Iowa



NORWEGIAN ELKHOUNDS
Beauty & Intelligence
Breeders of more Show Champions and Obedience Title-holders than any other Elkhound kennel.
VINDSVAL KENNELS
Winchester, N. H.
Mr. & Mrs. Bayard Boyesen

CARDIGAN WELSH CORGIS
Alert Affectionate

Bred for type, intelligence and soundness. Puppies from champion stock available.
Mr. and Mrs. Raymond S. Clark
Stevenson Maryland

NORWEGIAN ELKHOUNDS
Puppies occasionally available
ROBERT P. KOENIG
Carmel, Indiana

DOBERMAN PINSCHER
"The dog with the human brain"
A litter of puppies sired by the famous German Sieger and American Champion Muck von Brunia out of a winning bitch Ana v. d. Domstadt, a daughter of Champion Blank v. d. Domstadt; for immediate delivery. These are some of the best bred puppies you can buy.
J. W. McNAIR
Bayard & Hamburg Sts. Baltimore, Md.

DACHSHUNDS

Puppies and Breeding Stock, Champion Bred
EVWAJOHEIM KENNELS
Everett W. Johnson, M. D.
736 1st Nat'l. Bank Bldg.
Wichita Kansas

MINIATURE PINSCHERS

Some very nice puppies, most all from championship stock other dogs, too.
Mrs. Edna S. Hecht
1128 Washington Ave.
Racine, Wisconsin

WILSONA DACHSHUNDS
Puppies $50 and up
In Dachshunds and following breeds
Riesenschnauzers — Great Danes
Doberman Pinschers — Dachshunds
German Shepherds — Med. Schnauzers
Free catalog on request and quotations.
WILSONA KENNELS
Ben H. Wilson, Owner Rushville, Ind.

THE DOG

Vogue's gallery of

What a Dog Show Means to a Community

We somehow find it most difficult to define those things with which we are most familiar. To those of us who have been attending, exhibiting, and managing Shows for years, the questions of what a Dog Show is, what it means to young and old, and what it can do for a community are often taken for granted, so that the seasoned fancier is at a loss to define them.

To give a concise, yet clear word picture of a Dog Show is not altogether possible. For a Dog Show is, of its very nature, an event of sound, sight, and hearing. I would define a Dog Show as the coming together of breeders and owners with their dogs for the purpose of having a competent authority pass upon the respective merits of each dog.

In America, there are several different kinds of Shows—all-breed ones, at which dogs of all breeds are in competition in their respective classifications; specialty shows, which are held for one particular breed of one group of dogs; field trials, at which dogs are judged not on their conformation to their type of breed, but rather on their work in the field. At an all-breed fixture, dogs are divided into the different classes in their particular breed, and are judged on their conformation to the standards of that breed as recognized by the American Kennel Club.

The mere technicalities of a Dog Show, the variations and special groups and prizes, can be more easily understood by a visit to a Show and a perusal of the catalogue; and I think a passing from the mechanical details to the fascinating game of dog showing itself is best at this time. And the first point I want to stress is this. Dog showing is one of the very few sports in which both young and old can participate. And it is also interesting to note that many of our most seasoned exhibitors have been in the game for twenty and thirty years. Like few of the other things in life, it "wears well." The thrill of winning, of showing, and even of attending is never lost nor diminished by the attendance at many Shows; it is rather accentuated and heightened as the years roll on.

The Dog Show is, in the final analysis, a culmination of years of study and effort on the part of the breeder. His is no haphazard task; it is rather a scientific one—a deep, exhaustive, and thrilling search of dog records, that may go back into the Germany, England, or France of fifty and sixty years ago.

Ch. Stockdale Town Talk, Cocker Spaniel, Best in Show, Santa Barbara, California, July 20, 1941. Left to right: C. B. Van Meter, Mrs. N. Longworth, J. C. Quirk

MODE

pure bred dogs

And so it is that the successful breeder is not just a mere lover of dogs; he is a scientist, a seeker of the perfect specimen, and he is, above all, a "good sport." There's nothing quite so thrilling, I think, as to have a dog over whose blood-lines you've thought long and hard—whom, perhaps, you've nursed many a time, and finally groomed for the Show—capture the Best in Show award or achieve its championship points. But in defeat, too, you'll have to remember those sporting qualities—the other fellow had a better dog, but, maybe next time! An engrossing hobby is before the man who seeks to better the pure-bred dog of today.

To the children, a Dog Show is akin to the coming of the circus—only it's more fun! If you own a pure-bred dog, by all means show it, even if it's only to see the eagerness and anticipation with which the youngster takes to the thought of showing at a real Dog Show. Assign him a part of the task of grooming and conditioning; enter the dog in the regular class at the Show, and, when the children's class is called, have him enter. First prize in this class is based upon the excellence with which the handlers show their dogs.

Many are the exciting and amusing incidents that take place in the ring at the judging of the children's class—of the efforts of a youngster to get her Setter to "pose"—of a Scottie that has a propensity for snarling at a statuesque Great Dane—but the most important consideration of all is this: here is a fascinating hobby for the children, one in which early skill and training mean so much later. Some of the youngsters seen at the various Shows all over the country have done very well, and have seemingly acquired the difficult knack and poise of the professional handler.

And next for a consideration of the Dog Show and the community. It has been roughly estimated that over three hundred persons entered dogs at the average Dog Show last year who were from out of town and who were forced to stay in the city holding the Show for two and, in many cases, three nights. Each of these three hundred spent anywhere from $8 to $15 in the city each day. This computation does not include transportation on railroads for dogs or their food; it is just the living expenses of the exhibitor and does not take into consideration the amount that is spent for entertainment and other miscellaneous expenses. Do a little multiplying, and you'll find that a Dog Show means much to any community. (Continued on page 30)

Ch. Hotpot Harriboy of Halcyon, Welsh Terrier—owner, Mrs. E. T. Clark—wins Best in Show, Katonah, New York, 1941. Judge, H. Lumb. Handler, P. Roberts

BOXERS

Ch. Utz v. Dom

MAZELAINE, home of Ch. Utz v. Dom, Kavalier of Mazelaine, and many other famous show dogs, offers choice puppies at reasonable prices.

MAZELAINE KENNEL
Mr. and Mrs. John P. Wagner
1231 N. Edison St. Milwaukee, Wis.

ENGLISH COCKER SPANIELS
Puppies of winning strains

Suitable for hunting, breeding, showing or companions.

Ch. Giralda's Diantha

SHIKARWYN
ETHELWYN HARRISON
24255 Community Dr.
So. Euclid, Ohio

BARMERE BOXERS

Puppies of exceptional quality for sale
BARMERE KENNELS
Boston Post Road,
Darien, Conn.
Norwalk 6-2383
Correspondence to Mrs. William Z. Breed, Owner.
995 Fifth Avenue
New York City
Tel. BU 8-8917

The Great Pyrenees
The ideal dog for American Country Homes
Affectionate, intelligent companions for children
Puppies of distinction for sale from the largest and oldest kennels of the breed in America.
BASQUAERIE KENNELS, Reg.
Mr. & Mrs. Francis V. Crane
Owners
Golden Street, Holliston, Mass.
Day telephone Millis 244 R 3 Evenings Holliston 362

BOXERS

Ifyouwantasound, healthy Boxer either as a companion or as a show prospect, select a puppy, youngsteror grown dog from the best in the West.

SIRRAH CREST KENNELS
Dr. and Mrs. R. C. Harris
2036 North Main Santa Ana, California
Phone: Santa Ana 4841

Great Pyrenees and St. Bernards
La Colina Kennels
Dr. & Mrs. F. W. Seward
New Hampton
Orange County
New York
Telephone Goshen 15

Afghan Puppies
Our puppies are bred for companions and to show. Ideal for city and country. Choose from two exceptional litters.
KINGWAY KENNELS
Mrs. W. E. Porter
869 Vine St. Denver, Colo.

Boxers & Skye Terriers
Country raised puppies and young dogs. Write, phone or call.
ABACUS KENNELS
Mrs. R. E. J. Jondreau
St. Margaret's
Annapolis, Md.
N. Y. Tel.: CIrcle 6-1869

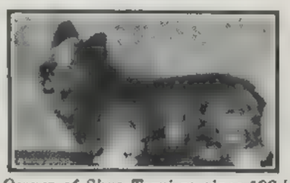
AFGHAN HOUNDS

Puppies and grown dogs for sale of Champion-bred imported stock from England, Ireland and India. Bred for highest quality and temperament for companions, bench shows, and breeding purposes.

OAKVARDON KENNELS
Mrs. Jack Oakie, Owner
7243 Haskell Avenue Van Nuys, Calif.

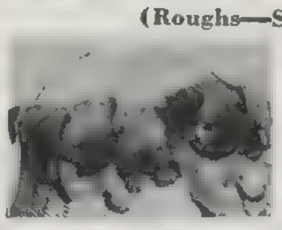
"TALISKER" SKYE TERRIERS

Lovely puppies from Ch. Marielon of Merrymount, Imp., and Skyhigh Lady Fay of Talisker, Imp., sired by Chummies Heir of Merrymount, Imp.



MRS. R. PERCY ADAMS
4333 Westmount Ave.
Westmount, Montreal, P. Q.
Owner of Skye Terriers since 1904

BRUSSELS GRIFFONS
(Roughs—Smooths)



Pets or show specimens. Adorable puppies available now. We ship anywhere. Satisfaction guaranteed or money refunded.
JAYBAR KENNELS
2045 Summit Ave.
St. Paul, Minn.

German Shepherds

Intelligent-Companionable
Champion-bred puppies and grown dogs of distinction.
JOHN GANS
(Hoheluft Kennels)
300 Duncan Rd.
Grymes Hill
Staten Island, N. Y.
Gibraltar 7-6839

Quadine Your Dog Against

falling hair, dandruff scales, dry skin, ear and sarcoptic mange, fleas, lice, ring-worm and canker ear. Quadine has 23 different, valuable uses, as thousands have found. $1.00 per bottle. Quadine Jr. **non-clog** atomizer set, including small bottle Quadine, $1.50 from your dealer or
Allen-Crowl Co., Dept. V, 317 Superior St., Toledo, O.

KITTY'S DELIGHT—Catnip Jar. He can help himself. Beautiful porcelain, in colors, 6 months' supply of finest catnip herb. Postpaid $1.

KITTY CAFE—New feeding tray. Cream or blue dishes; tile-like bases in pastel shades or white; metal bale. "Special", as pictured, postpaid $3.50. "Standard," 2" shorter, postpaid $3.

MOUSIE HOUSE—The clever playhouse with a catnip mouse. Kitty pulls it out and lets go—mouse darts back inside. Fun and exercise. Red or Green. Postpaid $1.75 ea.

FELIX
1210 Western Avenue
Seattle, Washington

It's fun
to strip and trim your dog at home!

Duplex Dog Dresser is easy to use. Does quick, smooth job. Famous Duplex Trimming Charts for each breed show you exactly how.
Dresser $1.00
New Blades 5—50¢
Charts 25¢ each breed
Nail File $1.00
Nail Nip $2.00
At dealers — or direct
DURHAM DUPLEX RAZOR CO.
Mystic, Conn.

Prevent Cat Damage

Quick Relief FROM SUMMER ECZEMA

Startling discovery of REAL cause of Summer Eczema makes it easy to correct and **prevent** this hot weather problem. Simply get Hilo Dip and Ointment at pet, seed, dept. stores or send 50c for small or $1.00 for large combination. Pamphlet with photos of actual cases **FREE**

THE HILO CO. Dept. V-10 Springdale, Conn.

Hilo DIP and OINTMENT

SMOOTH TRIPS IN TOP FORM

Ready for any judge or jury—that's how your entries arrive at the shows when you send them by RAILWAY EXPRESS—that fast, dependable "blue ribbon route". Low rates. High economy. Phone.

RAILWAY EXPRESS AGENCY INC.
NATION-WIDE SERVICE

FREE to HORSE OWNERS

Why pay fancy prices for saddlery? Write for free catalog that has saved real money for thousands of horsemen. Contains over 40 bargains in English Saddlery. I ship saddlery on approval. Write today.
"little joe" Wiesenfeld Co., Dept. 9
112 W. North Ave., Baltimore, Md.

Don't Spay and Spoil Your Female Puppy —Use

CUPID CHASER

to Keep Dogs Away While Females are In Season. Harmless. Simple. Successful. Wash off before mating. Satisfaction or money refunded. No red tape. Ask your dealer or send $1.00 for bottle, postpaid.

PIERPONT PRODUCTS CO., Dept. V
312 Stuart Street Boston, Massachusetts

Do I Smell Pretty?
FRAGRANT BEAUTY RUB

Q-W PINE-BAR

CHASES DOG ODOURS

Rub on dog's coat once a week. Restores natural sparkle; saves washing. Not a soap.

At good dog shops 35c. By mail direct, 3 bars $1. Ask for "Success with Dogs." It's FREE.

Q-W Laboratories, Inc.
The Home of Famous Q-W DOG REMEDIES
BOUND BROOK (Dept. 30) NEW JERSEY

DOG-TEX
REMOVES DOG STAINS! SAVES RUGS! ENDS ODORS!

It's the only *proved* dog stain remover! Really prevents rugs from rotting and bleaching. Money back guarantee. Thousands of satisfied users! Pint size, $1.25 · 8 oz., 75c. *At your dealer — or write us direct.*

CONSOLIDATED CHEMICAL WORKS
1703 South Halsted Street
Chicago, Illinois

THE DOG MODE

Vogue's gallery of pure bred dogs

The Dog Owner's Responsibility

In the shaping of a dog's character, and in giving him the education which he deserves to have if he is going to do credit to you and to himself, it is well to keep in mind the cardinal point —that experience is the greatest teacher of canines, as well as human beings. A dog will pick up a great deal by observation and reasoning, especially as he outgrows puppyhood, and there are some matters that he knows more or less by instinct. But the bulk of his acquirements has its origin solely in experience.

A situation like this puts a definite responsibility upon his owner. I do not wish to imply that it is going to be a burden, for it never is that to one who feels towards dogs as every owner should. But I stress the importance of it because many well-intentioned people do not quite realize how dependent upon them their dogs are when it comes to avoiding trouble of various kinds.

A two- or three-months'-old pup has no experience of life. He is naturally endowed with faith in all things. He will eat anything, stick his head cheerfully in a door crack, trust everybody, young or old. When he gets into trouble, it comes to him as a surprise and distinct shock.

Right here is where the owner should have stepped in and used a bit of judgment. The ordinary trials and tribulations of puppyhood are of passing moment, but the more serious ones may leave real marks. Many puppies are sensitive to a degree, and experiences which to us seem trivial attain tremendous proportions to them. I could point to a half-dozen specific cases of dogs that have become incurably timid because of a few bad minutes in puppyhood.

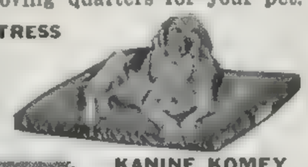
C. E. Harbison

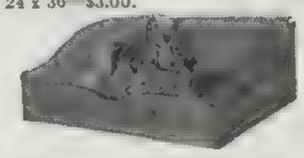
Ch. Mogul of Arken, Afghan Hound, winner of Best in Show, Chagrin Valley Kennel Club, August 24, 1941, with his owner-handler, Elizabeth D. Whelen

LET SLEEPING DOGS LIE . . .
Comfortably, Healthfully

Permacedar Kennel Bedding, Permacedar Mattresses, Kanine Komfy Kouches—products of the world's largest manufacturers of kennel bedding—offer dry, comfortable, fragrant, sanitary, insect-repellent, coat-improving quarters for your pet.

PERMACEDAR MATTRESS
Heavy, attractive colored damask with zipper end for refilling. Stuffed with genuine Permacedar. 15 x 20—$1.50, 18 x 24—$2.00; 20 x 30—$2.50; 24 x 36—$3.00.





KANINE KOMFY KOUCHES
Genuine aromatic red cedar dog bed. Attractively finished just like a cedar chest. 15 x 20—$3.00; 18 x 24—$3.24; 20 x 30—$3.64; 24 x 36—$3.86.

YOHO & HOOKER CEDAR CO.
Youngstown, Ohio

Makes Life Easier
FOR DOGS—FOR DOG-OWNERS

DIXIE DOG DYP

A little in the bath
KILLS FLEAS — REMOVES DIRT
BANISHES DOGGY ODORS
BRIGHTENS COAT — TONES SKIN

Make life easier for yourself and your dog . . . eliminate messy lathering by using Dixie Dog Dyp. Just add a little to bath and sponge your pet. Fragrant pine oil ingredient kills fleas, removes dirt and odors quickly, easily. Indorsed by leading kennel men.

Order today. Pints, 60c; quarts, $1; gallons, $2.50; sent postpaid anywhere in U.S.

GEORGIA PINE TURPENTINE COMPANY
DIVISION OF THE GLIDDEN COMPANY
DEPARTMENT M, FAYETTEVILLE, N. C.

YOUR MONEY'S WORTH!

OCTOBER 15 VOGUE

WEIGHS 1941 VALUES AGAINST 1941 DOLLARS

Uppermost in the minds of everyone, this Autumn: How to make every penny count. How to use taste and strategy, no matter the size of your income, to make fewer dollars do the work of more. There are fashions in spending, as well as in dressing. Squandering and extravagance, in 1941, are out-of-the-picture.

October 15 Vogue is an informative study-at-home-course in how to get Your Money's Worth. Vogue, past mistress of the art of living with manner on little or much, tutors you on the wisdom of being sure before you spend, of budgeting before you buy. Use this issue to weigh the worth of Vogue-chosen good buys against dubious bargains. Scan it page by page for scores of pointers on how to turn every dollar into a big dollar's worth of chic. Let Vogue show you . . .

HOW TO DRESS WELL

Once again Vogue proves its fashion theorem . . . that it isn't how *much* money you spend for clothes, but how *wisely* you spend it, that counts. October 15 Vogue shows you beautiful and wearable new fashions, furs, hats, accessories . . . singled out to give you Your Money's Worth.

HOW TO LIVE WELL

October 15 Vogue gives you some of the philosophy of Americans famous for living with a flair . . . brings you their personal and divergent views on where to spend, where to save, in a carefully plotted scheme of smart entertaining and decorating.

HOW TO MARRY WELL

Plans for a memorable wedding begin with October 15 Vogue. Whether you're having the smallest and simplest of weddings, or a church ceremony on a red-carpet-and-marquee scale, you'll tick off a note-book full of original ideas to store away for your own Great Day.

OTHER HIGHLIGHTS IN THIS ISSUE:

Covarrubias Sketch of a Play in Rehearsal
Gloria Vanderbilt Photographed in Colour
Orson Welles—An Account of His Wizardry
The Art of Silversmithing in New England
Interesting Hands of Well-known Women

OCTOBER 15 VOGUE

At Your Newsstand October 10

SCHOOL

Vogue's selected

BOYS' SCHOOLS

MANLIUS SCHOOL
Accredited college preparatory with military training. Graduates now in 63 colleges and universities. R.O.T.C. Aviation ground course. All sports. Skiing. Golf. 125 acres. Catalog. BRIG.-GEN. A. L. SINGLETON, U.S.A. (ret.), SUPT., BOX 3101, MANLIUS, N. Y.

ST. JOHN'S SCHOOL
MILITARY TRAINING

College preparatory. Separate Jr. School. Small classes. Supervised study. Gym, pool. All sports. 45 min. from N. Y. C. Mod. rate. 99th yr. Catalogue. WILLIAM A. RANNEY, OSSINING-ON-HUDSON, N. Y.

NEW YORK MILITARY ACADEMY
. . . The School of Distinction . . . is proud that in this national emergency its policy of educating and training young American gentlemen need not be changed. For catalog address
14 ACADEMY AVE., CORNWALL-ON-HUDSON, N. Y.

RIVERDALE COUNTRY SCHOOL
The preparatory school offering multiple advantages to your boy. Excellent College Board results, distinguished faculty, outstanding sports record, both city and country opportunities. 35th year. Write for booklet. BOX 3, RIVERDALE-ON-HUDSON, N. Y. C.

ST. PAUL'S SCHOOL
An Episcopal School for boys, founded in 1877. Small class plan, sound scholastic work. College preparation. Boarding dept. from 4th grade thru high school. All school sports and activities. Visitors welcome. Catalog.
BOX V, GARDEN CITY, LONG ISLAND, N. Y.

EDGERSTOUNE
Distinctive individualized education for younger boys, beginning with fifth grade. Strong academic work; interscholastic sports; full extra-curricular program. Affiliated with Hun College Preparatory. JOHN G. HUN, HDMSTR., 103 STOCKTON ST., PRINCETON, N. J.

ADMIRAL FARRAGUT ACAD'MY
Graduates in 75 colleges. Accredited. Special classes preparing for U. S. Gov't Academies. Sports. Moderate rate. No extras. Separate Junior School. Catalog. REAR ADMIRAL S. S. ROBISON, U.S.N. (Ret.), SUPT., BOX V, TOMS RIVER, N. J.

PEDDIE
Specializes in preparing boys for college. 322 graduates in last five years have entered leading colleges. Aviation. 200 acres. 19 modern buildings. Junior School. All sports. Summer session. 77th yr. Catalog. W. E. SAUNDERS, BOX 10V, HIGHTSTOWN, N. J.

FISHBURNE MILITARY SCHOOL
Every facility for the complete development of boys preparing for college, West Point, Annapolis, business. Accredited. Small classes. New $125,000 gym. Reserve Officers' Training Corps. 62nd year. Catalog. COL. M. H. HUDGINS, BOX V-5, WAYNESBORO, VA.

AUGUSTA MILITARY ACADEMY
Prepares for the best colleges. R.O.T.C. Personal supervision. Good health record. Sports: magnificent gym.; pool. 36 horses. 700 acres. Aviation under C.A.A. 76th yr. Reasonable rate. Catalog. COL. T. J. ROLLER or MAJOR C. S. ROLLER, JR., FT. DEFIANCE, VA.

FORK UNION
MILITARY ACADEMY

Highest rating. Small classes. Accredited. ROTC. Supervised study. Prepares for college or business. Junior school. House-mother. Athletics. Swimming. Catalog. DR. J. J. WICKER, BOX 2, FORK UNION, VA.

GREENBRIER MILITARY SCHOOL
130th Year. Accredited Lower School, High School, 1st Year College. Near White Sulphur Springs. Fireproof buildings. All sports. Summer Camp. For Catalog, address: MAJOR D. T. MOORE, REGISTRAR, BOX V, LEWISBURG, W. VA.

GEORGIA MILITARY ACADEMY
Splendid equipment. Individual House Plan. Separate Junior School. R.O.T.C. Aviation. Moderate rates. For illustrated Catalog, address: COL. W. V. BREWSTER, PRESIDENT, COLLEGE PARK, GEORGIA.

GRAHAM-ECKES SCHOOL
On ocean front. College preparation for Harvard, Princeton, Yale, M.I.T., etc. Science, draughting, art, music. Large faculty, small classes. Sailing, fishing, all sports. 16th yr. L. A. MARQUIS, HEADMASTER, NORTH COUNTY RD., PALM BEACH, FLA.

STAUNTON MILITARY ACADEMY
- Distinguished for excellent academic, military and athletic training.
- In beautiful, historic Shenandoah Valley of Virginia. High altitude.
- Unexcelled health record. Modern fireproof buildings. Separate Junior School. Visitors cordially welcomed.
- COL. E. R. WARNER McCABE, Supt.
- Box V-10 Staunton, Virginia

BOYS' SCHOOLS

REDDING RIDGE
College preparation under a new educational plan in its fifth successful year. Boys ready for 7th, 8th, or 9th grades eligible for admission. Small group plan under selected faculty. Booklet. KENNETH V. BONNER, HEADMASTER, REDDING RIDGE, CONN.

CLARK SCHOOL
Accredited and incorporated for no profit.
Classes average six students.
Write for copy of "Clark Plan, It's Different".
Address:
FRANK V. MORGAN, HANOVER, NEW HAMPSHIRE.

WASSOOKEAG SCHOOL
Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. LLOYD HARVEY HATCH, HEADMASTER, DEXTER, ME.

CULVER MILITARY ACADEMY
On Lake Maxinkuckee. Educates the whole boy. College preparatory, Post-Graduate work. 8th grade. 506 graduates in 117 colleges, 1000-acre campus. All sports. Infantry, Cavalry, Artillery, Band. Moderate cost. Catalog. 1010 PERSHING DRIVE, CULVER, IND.

ST. JOHN'S MILITARY ACADEMY
For more than 50 years, St. John's has been training boys to make wise choices in life. Thorough instruction, plenty of good times. Accredited preparation for college. All sports. Catalog.
9101 DEKOVEN HALL, DELAFIELD, WISCONSIN.

LOS ALAMOS SCHOOL
For those who want the best in College Preparation, climate, individual care. On beautiful Mt. ranch in dry, invigorating air of the Rockies. All western and winter sports. Modern substantial buildings. A. J. CONNELL, BOX 10, LOS ALAMOS, NEW MEXICO.

FRESNAL RANCH SCHOOL
Prepares for all schools and colleges. Excellent scholastic and health record. Boys learn operation of 10,000 acre ranch and plant. Pack trips, shooting; group sports. Horse and saddle included in tuition. BRYAN F. PETERS, HEAD, TUCSON, ARIZONA.

CALIFORNIA PREPARATORY
Amid dry foothills near Los Angeles. Strong eastern faculty. Splendid equipment. Fully accredited. All athletics. Pool. Riding. Grades III-XII. Member California Association of Independent Secondary Schools. MURRAY PEABODY BRUSH, PH.D., COVINA, CALIF.

THE 1941 EDITION OF

Vogue's School Directory

is ready for distribution. Write to Vogue's School Bureau, Graybar Building, New York City, if you would like a copy or if you need help in selecting a school.

WOMEN'S COLLEGES

LINDENWOOD COLLEGE
Confers A.B., B.S. and B.M. degrees. Also 2-yr. Junior College. Prepares for civic and social leadership through modernized curriculum. Vocational courses. Special work in music, art. Near St. Louis. Sports. Catalog. BOX 441. ST. CHARLES, MO.

MARYLAND COLLEGE
For Women. Degrees, certificates. Home Economics, Merchandising, Music, Kindergarten Training, Speech, Secretarial, Fine Arts. Pleasant social life. Sports. Tree-shaded campus. Near Baltimore. Riding, swimming. Catalog. BOX V, LUTHERVILLE, MARYLAND.

MARYMOUNT COLLEGE
Tarrytown-on-Hudson, New York

Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics.
Extensions:—1027 Fifth Avenue, New York City
Paris and Rome. Address Secretary

Marymount Preparatory Schools:
Wilson Park Tarrytown, New York
Cor. Fifth Ave. & 84th Street, New York City
Address Rev. Mother

GIRLS' SCHOOLS

STONELEIGH COLLEGE
First Junior College to offer 5-week job-experience applying knowledge gained in 12 major courses. See catalog. Accredited. Art, Secretarial, Photography, Fashion Des., Drama, etc. RICHARD D. CURRIER, PRES., BOX 14, RYE (RYE BEACH P.O.), N. H.

KENDALL HALL
Zestful outdoor life. 2 hours from Boston. Small classes, personal interest of teachers alert to each girl's needs. Strong college preparatory, general courses. Sports. Inclusive rate. Catalog. MR. AND MRS. G. M. KENDALL, BOX 355, PETERBOROUGH, N. H.

ABBOT ACADEMY
Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. PRINCIPAL: MARGUERITE V. HEARSEY, ANDOVER, MASS.

ROGERS HALL
New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, dramatics. All sports. Riding. Swimming pool. MRS. KATHARINE W. MCGAY, BOX V, LOWELL, MASS.

WALNUT HILL
Preparatory and general courses. Excellent record with leading colleges. Music, art. 50-acre campus 17 miles from Boston, 2 from Wellesley College. All sports, riding, skiing. Founded 1893. HESTER R. DAVIES, PRIN., 16 HIGHLAND ST., NATICK, MASS.

MARY A. BURNHAM SCHOOL
Facing Smith College campus. Accredited college preparation. 1-year intensive preparation for C.E.E.B. Music, art, drama, secretarial. Riding, all sports. 63rd year. Catalog. MRS. GEO. W. EMERSON, PRIN., BOX 43-D, NORTHAMPTON, MASS.

HOUSE IN THE PINES SCHOOLS
Junior College: two-year courses, academic, secretarial, medical secretarial, equitation, art, music, household arts. Preparatory division: Cornish School for Girls. Write for either catalogue. GERTRUDE CORNISH MILLIKEN, 40 PINE STREET, NORTON, MASS.

LASELL JUNIOR COLLEGE
Ten miles from Boston. Two years after high school. Academic, Home Ec., Secretarial, Merchandising, Fashion, Pre-nursing, Art, Music, Photography. Sports—riding. Catalog. GUY M. WINSLOW, PH.D., 126 WOODLAND RD., AUBURNDALE, MASS.

GARLAND SCHOOL
Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. MRS. GLADYS V. JONES, 409 COMMONWEALTH AVENUE, BOSTON, MASSACHUSETTS.

THE ERSKINE SCHOOL
LIBERAL ARTS. FINE ARTS. BUSINESS

Two year courses for secondary school graduates. Art, Music, Drama, Secretarial, Social Service depts. Riding, tennis, fencing, golf. EDITH V. RICHARDSON, DIRECTOR, 111 BEACON STREET, BOSTON, MASS.

BOSTON UNIVERSITY
For Careers. College of Practical Arts & Letters, a select college for women within a coed. university. 1, 2, 4 yr. courses: Sec'l., Bus. Adm., Home Ec., Applied Art, Journalism, Retailing. Dorms. Catalog. T. LAWRENCE DAVIS, 28 GARRISON ST., BOSTON

FOR IMPARTIAL AND COMPETENT ADVICE ABOUT SCHOOLS AND CAMPS . . . CALL

MOHAWK 4-7500

VOGUE'S SCHOOL BUREAU

GIRLS' SCHOOLS

ST. MARGARET'S SCHOOL
Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work, and homemaking. Hockey, riding. Other sports. Country estate, modern building. Established 1865. ALBERTA C. EDELL, A.M., BOX V, WATERBURY, CONN.

WYKEHAM RISE
In the Litchfield Hills. Thorough preparation for all leading colleges, and general courses. Also separate Lower School for grades 7-8. Music and Art. Beautiful campus for all sports. Riding. Catalogue. SARA MCD. GAITHER, HEAD, BOX V, WASHINGTON, CONN.

LOW-HEYWOOD
Thorough college preparation. Small classes, sound scholarship. 12-acre campus for sports. Stimulating activities. General course. Art, Music, Stagecraft. PRINCIPALS: MISS MARJORIE L. TILLEY & MRS. HENRY HEYWOOD FOX, BOX V, STAMFORD, CONN.

GREENWICH ACADEMY
MODERN COUNTRY DAY SCHOOL FOR GIRLS

Est. 1827. College Preparatory, General & Post Graduate courses. Sports, Dramatics & Arts. Pre-school to college. Academy graduates in all leading colleges. RUTH WEST CAMPBELL, HEAD, GREENWICH, CONN.

HELEN NORFLEET SCHOOL
N. Y. used as laboratory. Individual study programs. Fee includes general cultural course, languages, concerts, operas, theatres, and choice of N. Y. career schools for training in any subject. Beautiful residence. HELEN V. NORFLEET, 125 E. 65TH ST., N.Y.C.

GARDNER SCHOOL
Resident and day school for girls. Intensive college preparatory, elementary, secretarial and junior collegiate courses. Music, art, dramatics, athletics. 84th year. M. ELIZABETH MASLAND, PRINCIPAL, 154 EAST 70TH STREET, NEW YORK.

SEMPLE SCHOOL FOR GIRLS
351 RIVERSIDE DRIVE, NEW YORK

Resident, Day. Advanced and Special Courses. College Prep., Art, Music, Dramatics, Secretarial, Household Arts, Athletics. Country Estate week-ends. 44th year. MRS. T. DARRINGTON SEMPLE, PRINCIPAL.

CATHEDRAL SCHOOL
OF SAINT MARY GARDEN CITY, L. I., N. Y.

Episcopal school in country near N. Y. General and college preparatory courses. Graduates in all leading colleges. Separate Junior group for girls 10-14. Art, music. Riding, hockey. MARION V. REID, PRIN.

NOBLE
Sunshine, wholesome outdoor play. Spacious grounds. Progressive methods. Intelligent motherly care. Home life. Year round training for girls 3-13, boys 3-10. Small classes. Catalog. ANNIE ELLIS ROBERTS, TOWN OF RYE; P.O. PORT CHESTER, N. Y.

SKYWOOD HALL
34 miles from New York; combines country and city activities; art, music, and cultural interests in college preparatory and general courses. Boarding dept. for girls over 12; country day, boys & girls 3-18. KATHERINE V. DEBEVOISE, MT. KISCO, N. Y.

THE KNOX SCHOOL
A school of American ideals in a country of American traditions. Accredited college preparatory and post-graduate courses. Art, Music and Drama. MRS. E. RUSSELL HOUGHTON, BOX V, COOPERSTOWN, N.Y.

EDGEWOOD PARK
College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism. Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. BOX V, BRIARCLIFF MANOR, N. Y.

BRIARCLIFF JUNIOR COLLEGE
Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, child training, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. REGISTRAR, BOX X.

FOR PERSONAL ADVICE WRITE VOGUE'S SCHOOL BUREAU, GRAYBAR BLDG., NEW YORK

DIRECTORY

list of schools

GIRLS' SCHOOLS

OAK GROVE
Emphasizes Preparation for College and Gracious Living. Music, Art, Dramatics. Upper & Lower Schools. Grad. Course Sec. Sc. Riding included. Winter Sports. Beautiful new fireproof Buildings. MR. AND MRS. ROBERT OWEN, BOX 121, VASSALBORO, MAINE.

MISS BEARD'S SCHOOL
50th Anniversary Celebration in October.
College preparatory and general courses. Excellent residential location. HEADMISTRESSES, LUCIE C. BEARD AND SARA C. TURNER, BOX 39, ORANGE, N. J.

SAINT MARY'S HALL
On the Delaware. Episcopal School, founded 1837. For girls 6-18. College preparation; music, art, and secretarial subjects. Separate Lower School. Home-like atmosphere. Near New York and Philadelphia. FLORENCE L. NEWBOLD, BOX V, BURLINGTON, N. J.

RYDAL HALL
Home school for girls 6-14. Kindergarten—grammar grades. Home influence, careful guidance of each child's tendencies. Music, dancing, crafts, dramatics, nature study. French daily. Ten miles from Phila. Catalog. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

HARCUM JUNIOR COLLEGE
2-year college—Diploma. Credits transferable. Fine & Com'l Art, Costume Design, Merchandising, Interior Decoration, Drama, Music, Journalism, Home Econ., Nursery, Sec'y, and Medical Sec'y. All Sports. EDITH HARCUM, BOX V, BRYN MAWR, PA.

OGONTZ JUNIOR COLLEGE
Regular academic courses transferring to senior colleges and universities. Semi-professional, terminal courses in home-making, secretarial, music, art, dramatics. Golf, riding. Field trips. 10 mi. from Phila. ABBY A. SUTHERLAND, OGONTZ SCHOOL P. O., PA.

THE MARY LYON SCHOOLS
TEN MILES FROM PHILADELPHIA
Mary Lyon—College Preparatory. Drama Workshop. Wildcliff Junior College—Liberal Arts and Vocational courses. MR. & MRS. H. M. CRIST, BOX 1509, SWARTHMORE, PENNSYLVANIA.

THE GRIER SCHOOL
Accredited College Preparation and General Courses, girls 12-18. Art. Music. Typing. 200 acres, in the Pennsylvania Alleghenies. Excellent riding, winter sports, team sports. Gym and pool. 88th year. T. C. GRIER, DIRECTOR, BOX 610, BIRMINGHAM, PA.

PENN HALL JR. COLLEGE
Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, El. Journalism. Secretarial. Connecting baths. Sports. Riding. Social life. Catalog:—BOX V, CHAMBERSBURG, PA.

AVERETT JUNIOR COLLEGE
Fully accredited 2-year courses emphasizing liberal arts. Terminal, normal, transfer courses. Music, art, speech and dramatics, secretarial, library sc., physical ed., home ec. Golf, riding. 82nd yr. Endowed rate. Catalog. CURTIS BISHOP, PRES., BOX V, DANVILLE, VA.

SULLINS COLLEGE
Junior College and High School. Both accredited. 269 acre Campus in beautiful Virginia Park. Pool, all Water Sports. Riding. Music. Art. Dramatics. Home Ec., Secretarial, Physical Ed. Camp. Every room has bath. Catalogue: BOX V, BRISTOL, VIRGINIA.

Warrenton Country School
• Forty miles from Washington. Selected group of students from ten to eighteen years old. Eleven buildings. Beautiful gardens, charming outdoor theatre. Two-hundred-acre farm operated in connection with school. Thorough College Preparation, well-planned General Course. Music, art, crafts. All sports, riding.
Miss Léa M. Bouligny, Prin., Box 18, Warrenton, Va.

GIRLS' SCHOOLS

FAIRFAX HALL
Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. WM. B. GATES, PRES., BOX V-10, PARK STATION, WAYNESBORO, VA.

STRATFORD
Accredited Junior College and High School. In Southern Virginia. Liberal Arts, Fine Arts, Secretarial, Kindergarten Training, Journalism, Home Economics, etc. All sports on 12-acre campus. For catalog, address: JOHN C. SIMPSON, PRES., BOX V, DANVILLE, VA.

ARLINGTON HALL
Junior College and 4-year high school. Strong Academic work. Excellent Music and other Depts. 100 acres in Virginia Hills. 15 min. from White House. Modern bldgs. Indoor riding arena. CARRIE V. SUTHERLIN, M.A., PRES., WASHINGTON, D. C.

GUNSTON HALL
Junior College, and accredited college preparatory course. Excellent special depts. Washington advantages. Full athletic program, riding. Catalog. MARY B. KERR, M.A., BRULAH C. COMPTON, M.A., PRINCIPALS. 1904 FLORIDA AVE., WASHINGTON, D. C.

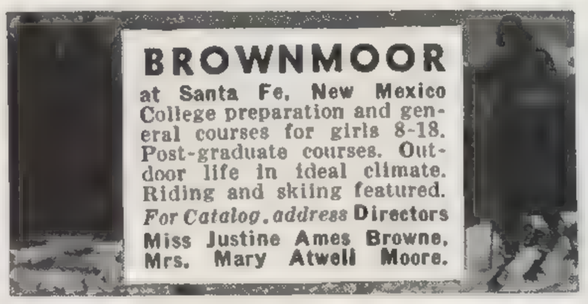
MARJORIE WEBSTER
A Career School with Jr. College. 2 or 3 yr. courses in Phys. Ed., Kindergarten, Speech, Stage Art, Radio, Fashion Art, Int. Dec. Secretarial. Sports. Personality developed. Fireproof dormitory. Campus. Catalog. ROCK CREEK PARK ESTATES, BOX V, WASH'N, D. C.

KING-SMITH STUDIO-SCHOOL
Two-year cultural and professional courses in the arts and academic subjects. Studio and round-table method throughout. Fully equipped theater and workshop studios. Residential. Recreative sports. Catalog. 1755 NEW HAMPSHIRE AVE., WASHINGTON, D. C.

THE MARET SCHOOL
Resident and day students enjoy the friendly atmosphere of this renowned school. Individualized classes. Sound college prep. Unusual training in languages. Dramatics, music, art, sports. Catalogue. THE MISSES MARET, 2119 KALORAMA ROAD, WASHINGTON, D. C.

CHEVY CHASE JR. COLLEGE
And Senior High School. 39th year. College transfer. Art, Costume Design, Drama, Fashion Ill., Home Ec., Interior Dec., Music, Sec'y Science. Riding. Catalog. KENDRIC N. MARSHALL, PRES., BOX V, CHEVY CHASE JUNIOR COLLEGE, WASHINGTON, D. C.

NATIONAL PARK COLLEGE
Formerly National Park Seminary. Junior college. Preparatory. Terminal, transfer courses. Fine arts, secretarial, home economics. Personal finance course. All sports. Suburb Nation's Capital. Catalog. ROY TASCO DAVIS, PRES., BOX 5101, FOREST GLEN, MD.



GIRLS' SCHOOLS

BARTRAM SCHOOL IN FLORIDA
College preparation of highest standards. Fully accredited; graduates in leading Eastern colleges. Boarding dept. from 5th grade up. Healthful outdoor life in Florida's rare climate. Send for booklet. OLGA PRATT, DIR., BOX 10, JACKSONVILLE, FLA.

HARRIS FLORIDA SCHOOL
Resident and Day Departments. Accredited. Outdoor study and sports throughout winter. October and May in the mountains of North Carolina if desired. For catalogue and Northern interview, address MISS HARRIS, 1052 BRICKELL AVE., MIAMI, FLA.

GREENBRIER COLLEGE
Two-year standard college—2-year College Preparatory. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fireproof dormitory. FRENCH W. THOMPSON, PRES., DEPT. V, LEWISBURG, WEST VIRGINIA.

WARD-BELMONT
Accredited Junior College and Preparatory. Conservatory of Music. Special courses. Ten attractive clubs—every girl a member. Sports—riding. For Catalog, View Book, "Club Village", address: ALMA PAINE, REG., BOX 1005, NASHVILLE, TENN.

GULF PARK COLLEGE
By-the-sea. Fully accredited Jr. College. Also 3-yr. college prep. Music, art, speech arts, home ec., secretaryship. Outdoor sports all year. Riding, dancing, flying, salt water sports, fresh water pool. RICHARD G. COX, PRES., BOX V, GULFPORT, MISS.

LAUREL SCHOOL
A Country Day and Boarding School for girls in suburban Cleveland. Thorough College Preparation and General Courses. Excellent facilities for Art, Music, Dramatics, and Athletics. EDNA F. LAKE, HEADMISTRESS, SHAKER HEIGHTS, CLEVELAND, OHIO.

KINGSWOOD-CRANBROOK
Grades 7-12, postgraduate. Preparatory and general courses. On lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in arts, sciences, handicrafts. Viewbook. Write SECRETARY, 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

FERRY HALL
High School & Junior College. Accredited for college preparation & transfer. Secretarial studies. Home Economics. Music, art, dramatics. All sports. On Lake Michigan, 28 mi. from Chicago. 72nd yr. ELOISE R. TREMAIN, BOX 4, LAKE FOREST, ILL.

RADFORD SCHOOL
Accredited college preparation in ideal year-'round climate. Open air classes in patio. Music, art, dramatics, secretaryship. Sports, riding. Not for profit. Catalog. LUCINDA DE L. TEMPLIN, PH. D., PRIN., 4500 AUSTIN TERRACE, EL PASO, TEXAS.

SAN LUIS RANCH SCHOOL
Accredited college preparatory. Music, art, dramatics, dancing. Dry, sunny climate. Unexcelled health conditions. Outdoor sports all winter; pack trips (saddle horse for each girl), skiing, skating. MRS. ROBERT R. POTTER, COLORADO SPRINGS, COLO.

MARLBOROUGH SCHOOL
LOS ANGELES, CALIFORNIA
Boarding and day. 7th grade through High School. College preparatory and general courses. Playing fields on campus for sports. Riding and golf. ADA S. BLAKE, PRINCIPAL, 5029 WEST THIRD STREET.

THE BISHOP'S SCHOOL
Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, all Outdoor sports. CAROLINE S. CUMMINS, M.A., VASSAR, HEADMISTRESS, LA JOLLA, CALIFORNIA.

HACIENDA DEL SOL
Tucson, Arizona
A School for younger girls
Grades V through X. Combines full preparation for eastern secondary schools with healthful outdoor life of sports, camping, riding.
Doris C. Oesting, Headmistress
Summer address: Junior League, Waldorf-Astoria, N. Y. C.

CO-EDUCATIONAL SCHOOLS

THE ARKE SCHOOL
Both school and home for children 6 to 13. Excellent scholastic standing with leading preparatory schools. Happy group life; constructive country activities and sports, including fine riding. MR. AND MRS. CLINTON TAYLOR, BOX V, WEST WOODSTOCK, CONN.

CHERRY LAWN SCHOOL
A progressive school. Thorough academic training; expression in the arts; outdoor life. 28-acre campus, 40 miles from New York. Primary grades through college preparation. DRS. CHRISTINA STAËL AND BORIS BOGOSLOVSKY, DIRS., BOX V, DARIEN, CONN.

ROCKY HILL JUNIOR SCHOOL
A happy family life with careful supervision of health, social, academic needs. Nursery School through Junior High. Artistic and musical development encouraged. Shop, sports. Moderate rates. Est. 1933. MR. AND MRS. NATHAN A. HALE, EAST GREENWICH, R. I.

SANFORD—SUNNY HILLS
College Preparatory and Lower School. Wholesome home life in attractive country setting. Modern methods, small groups, and individual attention. Fully accredited. Music, art, crafts, and creative hobbies. Send for Booklets. BOX V, WILMINGTON, DELAWARE.

EXCEPTIONAL CHILDREN

THE SHUTE SCHOOL
A year-round school for a selected group of children requiring individual instruction. Medical supervision and registered psychologist. Conferences by appointment in New York City or Fulton.
Address: DIRECTOR, FULTON, NEW YORK.

BANCROFT
School at Haddonfield, N. J., Camp at Owl's Head, Me. Year-round school for child needing mental or emotional adjustment. School work under direction of psychiatrist. Limited enrollment. Resident physician. Est. 1883. JENZIA C. COOLEY, PRINCIPAL—BOX 345

THE WOODS SCHOOLS
For Exceptional Children — Three Separate Schools
Girls — Little Folks — Boys
BOX 169, LANGHORNE, PA.
MOLLIE WOODS HARE, PRINCIPAL

DEVEREUX SCHOOLS
For boys and girls with educational or emotional difficulties. Individual tutoring and vocational programs. Ten separate residential estates near Philadelphia. Pre-school to young adults. HELENA T. DEVEREUX, DIRECTOR, BOX 40, DEVON, PA.

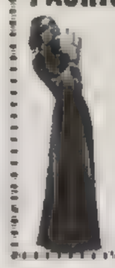
WILSON SCHOOLS
Year round. Individual instruction. College trained teachers. Medical supervision. Beautiful buildings & grounds. Speech correction. An ethical school. Reasonable rates. Catalog. Also, WILSON SCHOOLS PERMANENT HOME, INC., 11 ARNOLD PL., DAYTON, O.

PHOTOGRAPHY

CLARENCE H. WHITE
SCHOOL OF PHOTOGRAPHY
Individual guidance in a practical art indispensable to modern commerce & industry. Day & Evening courses start Oct. Est. 1910. Catalog V. 32 WEST 74TH ST., NEW YORK, NEW YORK.

FASHION MODELING

MALLON-FRIEL STUDIOS
New York—Chicago Famous Modeling Schools. Ambitious girls trained for style shows, dress salons—picture posing. Wonderful opportunities. All sizes. Write for 20 page illustrated Booklet V. ROCKEFELLER CENTER, N. Y., CHICAGO: 32 W. RANDOLPH ST.

FASHION & PHOTOGRAPHIC MODELING

A fascinating career for attractive girls
Let us qualify you for distinctive modeling positions in dress salons, wholesale showrooms, fashion shows, film shorts, with photographers.
MODERATE TUITION • DAY—EVENING SESSIONS
FREE, EFFECTIVE PLACEMENT SERVICE
Visit our studios or request free booklet A
Barbizon Studio of Fashion Modeling
576 FIFTH AVE., N. Y. C. (STATE LICENSED) BRyant 9-9156

THE CASEMENTS
A Junior College and Preparatory School
(On the estate of the late John D. Rockefeller Sr.)
BOX T, ORMOND BEACH, FLORIDA
Liberal arts courses, fine arts, costume design, commercial art, interior decoration, domestic arts, dramatics, broadcasting, merchandising, secretarial science, social service, dancing and music.
Sports: *surf and pool bathing, tennis, golf, riding.* Enter now
Part of year may be spent at
FAIRMONT JUNIOR COLLEGE, WASHINGTON, D. C.
Mention interests. MAUD VAN WOY, President

Vogue's School Directory gives you a select list of private schools. Vogue's School Bureau offers you the assistance of its own college-trained staff to consult with you on the problem of your child's school. Do not hesitate to ask Vogue for advice.

SCHOOLS OFFERING VOCATIONAL COURSES ARE LISTED ON THE FOLLOWING PAGES

SCHOOL DIRECTORY

Vogue's selected list of schools

FINE & APPLIED ARTS

ST. LOUIS SCHOOL
OF DRESS DESIGN

Fashion a Career in Dress Design. Practical Dress Designing Taught. Manufacturer's Methods Used Throughout. Write for Catalogue V.
609 ARCADE BUILDING, ST. LOUIS, MISSOURI

PEPIN ACADEMY OF FASHION

1004 MARQUETTE AVE., MINNEAPOLIS, MINN.
Professional training in Costume Design, Fashion Illustration, Pattern Making, Color, Costume History, Textiles, Millinery Design. Request Catalog VR. Also Home Study Course—request Catalog V.

THE ART INSTITUTE
OF CHICAGO

63rd year. Degree and diploma courses in Fine Art and Industrial Art, Dress Design and Construction. Fully Accredited. Distinguished faculty. Fall Term. BOX 55, MICHIGAN AVE. AT ADAMS, CHICAGO, ILL.

CHICAGO ACADEMY
OF FINE ARTS

Direct-Project Training in career arts: Illustration, Commercial Art, Dress Design, Int. Dec., Ind. Design, Cartooning. Faculty of 33 professionals. 18 S. MICHIGAN AVE., CHICAGO. SUITE K10.

AMERICAN ACADEMY OF ART

Practical Courses in Commercial and Fine Art, Dress Design, Fashion Illustration. Faculty of international reputation. Individual instruction. Enroll Now. FRANK H. YOUNG, DEPT. 6101, 25 E. JACKSON BLVD., CHICAGO, ILLINOIS.

MIZEN ACADEMY OF ART

Individual training by professional artists and designers in Dress Design, Fashion and Story Illustration, Commercial Art, Portraiture. Placement service. Fall Term now open. Catalog on request. STUDIO V, 75 E. WACKER DRIVE, CHICAGO, ILLINOIS.

ART INSTITUTE—PITTSBURGH

1 Year Courses in Fashion Illustration; Dress Design & Millinery. Also Commercial Art; Interior Decoration. New, modern studios. Low-Payment-Plan. Placement service. 21st year. Start NOW. Catalog V. W. SHOOK, DIR., 610 SMITHFIELD ST., PITTSBURGH, PA.

MOORE INSTITUTE SCHOOL OF DESIGN FOR WOMEN

All branches of fine and applied art, design and craftsmanship. Teacher training—B.F.A. degree. Residences. Catalog. 1340 N. BROAD ST., PHILA., PA.

BERTÉ *FASHION STUDIO*

Graduates are with the country's foremost couturiers, stores, manufacturers, Hollywood studios, etc. Intensive, individual training in Costume Design and Fashion Illustration. Start any time, advance as rapidly as ability permits. Catalog. Berté Abramson, Director, 318 S. 19th St., Philadelphia, Pa.

The RAY SCHOOLS

STUDENTS PREPARED FOR PROFESSIONAL CONTACTS
Dress Design, 3 Methods of Pattern Making, Line, Color, Fabric Analysis, Styling, Buying, Merchandising, Millinery, Fashion Illustration, Interior Decoration, Photography.
Personal Training • Individual Advancement
116 SOUTH MICHIGAN BLVD., CHICAGO, DEPT. V10

McDOWELL SCHOOL
COSTUME DESIGN
FASHION ILLUSTRATION

Designing, Styling, Illustration, Cutting, Draping, Sketching, and Pattern Making. Dressmaking, Tailoring and Millinery. Expert Individual Instruction. Best-known School for Practical Fashion Work. Sales Department for Student Work. Excellent Placement Service.
Established 1876.
DAY AND EVENING SCHOOL
Visitors Welcome Catalogue
Rosina McDowell Lynn, A.B., Director
73 W. 45th St., N. Y. C. BRyant 9-3085

FINE & APPLIED ARTS

NATIONAL ART SCHOOL
STUDY IN THE NATION'S CAPITAL

Famous galleries, libraries, Commercial and fine art—Costume Design, Fashion Illustration, Advertising, Int. Decoration. Life Class. Catalog. 26th year. 1501-21ST ST., N.W., WASHINGTON, D. C.

MARYLAND INSTITUTE

1825 **BALTIMORE, MD.** 1941
Courses in Fine Arts, Teacher Training, Advertising and Costume Design. Interior Decoration. Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

CLASSES AT KARINSKA'S
THE STUDY OF CLOTHES BY

Aline Bernstein — Irene Sharaff
Rose Bogdanoff — Mme. Karinska
Modern Dress. Historical Dress. Theatre Costume.
Catalog. 23 EAST 56TH STREET, NEW YORK CITY.

SCHOOL OF PROFESSIONAL ARTS

Our catalog V-8 gives full particulars! Fall term beginning now. JAMESINE M. FRANKLIN, PRES. 400 MADISON AVE., NEW YORK, N. Y.

AMERICAN SCHOOL of DESIGN

AMERICA LEADING IN CAREER OPPORTUNITIES
46th Year. Register Now. Famous Intensive Courses—Advertising. Illustration. Costume Design. Fashion Drawing. Textile, Industrial, Interior Design. Fine & Decorative Arts. Celebrated Faculty. Individual Instruction. Duplex Skyscraper Studios. Active Placement Bureau. Day, Eve., Week-end Classes. Write or phone for personal interview. Request Catalog "V."
133 EAST 58TH STREET, NEW YORK. VO 5-1926

FASHION ART DESIGN SCHOOL

"Where Practice Meets Theory"
- COSTUME DESIGN
- FASHION ILLUSTRATION
- PATTERN DESIGNING

Beginners and Advanced Students
Individual Instruction
Day, Eve. Classes. Start any time.
Visit our Studios, or send for Catalog V.
545 FIFTH AVE., N. Y. VA. 6-0391

FINE & APPLIED ARTS

N. Y. SCHOOL OF FINE & APPLIED ART (PARSONS)

Advertising Design; Costume Design and Illustration; Interior Architecture and Decoration; Teacher Training. Catalogues. BOX V, 136 EAST 57 ST., N. Y.

GRAND CENTRAL SCHOOL

Drawing, Painting, Sculpture, Textiles, Illustration, Design, Anatomy Cartooning, Advertising, Fashion Illustration, Interior Dec. Day, Eve. & Sat. Individual instruction. Enroll for Fall Term now. Catalog. 7002 GRAND CENTRAL TERMINAL, NEW YORK CITY.

ART CAREER SCHOOL
[COMMERCIAL ILLUSTRATION SCHOOL]

Painting, Fashion Art, Costume Design, Dress Construction, Advertising Art, Illustration. 16th year. Prominent staff. Successful alumni. Catalog V. 175 FIFTH AVE. (23RD ST.), NEW YORK. AL. 4-2446.

TOBÉ-COBURN SCHOOL
FOR FASHION CAREERS

Train for buying, advertising, styling, under fashion experts. For women 20-30, with two years of college. 83% of 1941 class employed before graduation. Catalog V. ONE WEST 57TH STREET, NEW YORK.

When writing us for advice on the selection of a school it will help us to serve you if you tell us about the person for whom you are making inquiry—their particular interests, aptitudes, previous schooling, future objectives and any other pertinent facts.

TRAPHAGEN *For Results*

Opens Additional Classes in—
CURRENT FASHIONS &
WRITING & REPORTING
INTERIOR DECORATION
THEATRICAL DESIGN
TEXTILE DESIGNING
WINDOW DISPLAY
Visit, write or phone CO. 5-2077 for circular V.
TRAPHAGEN, 1680 Broadway (52d St.), N. Y.

FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
FASHION DESIGN • MERCHANDISING • BUYING
STYLING • FASHION ILLUSTRATION • REPORTING
With America assuming fashion leadership, the young woman with a well trained fashion perspective and good style sense finds newer and greater opportunities. Intensive fashion training under direction of **EMIL ALVIN HARTMAN** America's Foremost Fashion Instructor and Style Authority. Request School Book 5
30 ROCKEFELLER PLAZA, NEW YORK • Circle 7-1514-5

TRAPHAGEN SCHOOL OF FASHION *For Results*

AUTHORITY ON FASHION CAREERS
Internationally Celebrated Graduates
Intensive Winter, Spring & Summer Courses
Approved by Regents Register Now
Top honors in all contests for over ten years. ***Pronounced by every competent judge, the foremost school of its kind.*** Full or optional courses for beginners or advanced students: Fashion Drawing, Sketching, Life, Layout, Design, Styling, Fabric Analysis, Fashion Clinic, Forecasting, Fashion Writing, Textile, Stage & Screen Design, Interior Decoration, Window Display, Teacher Training, Draping, Patternmaking, Dressmaking, Millinery. **Credits. Day & Eve. Sales Dept. Students' Free Placement Bureau.** Write for Cir. 1. Phone CO 5-2077.
NOT THE MOST EXPENSIVE BUT THE BEST
Investigate Before Registering Elsewhere
TRAPHAGEN, 1680 BROADWAY (52d St.) N. Y.

NEW YORK SCHOOL OF INTERIOR DECORATION

FOUR MONTHS' PRACTICAL COURSE
Starts October 1st
Also longer course in Interior Design. Faculty of leading N. Y. decorators. Period and modern styles, color schemes, draperies, sketching and all fundamentals.
For Day Classes send for Catalog 6R
For Eve. Classes send for Catalog 6E
HOME STUDY COURSE
Same training for those who cannot come to New York. Practical, simple, interesting. Starts at once. *Send for Catalog 6C*
515 MADISON AVENUE, NEW YORK CITY

RETAILING

JUNIOR EXECUTIVE COURSE

Affiliated William & Mary College. Trains men and women as Jr. Executives for stores, buyers, to teach retailing, for personnel work, etc. Women's dormitory, with board, $575. For catalog, address: DIRECTOR, 322 SHAFER STREET, RICHMOND, VA.

SECRETARIAL & BUSINESS

THE SCUDDER SCHOOL

Two-Year College Credit Secretarial Course with cultural subjects. Speech, Finance and Investments, Spanish Shorthand, Psychology. One-Year Course of interest to college women. Placement. Residence. MISS T. V. SCUDDER, 66 FIFTH AVE., N. Y. C.

N. Y. SCHOOL OF SECRETARIES

Executive Secretarial Course Opening Now. Individualized training; Poise, Personality. Limited enrollment. Languages. Day, Eve. Excellent 30-year placement record. SARAH WHITLEY, DIRECTOR, 342 MADISON AVE., NEW YORK, N. Y. VA 6-1575

SCHOOL OF BUSINESS PRACTICE AND SPEECH

Secretarial Study in the finest business atmosphere. Six months' course. R.K.O. BUILDING, RADIO CITY, NEW YORK, N. Y. COLUMBUS 5-3261.

KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. Associate Principal, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

BERKELEY

Two-year and one-year secretarial courses for high school graduates and college women exclusively. Individualized instruction. Distinguished faculty. Placement. ASST. TO DIRECTOR, 420 LEXINGTON AVE., N. Y. C.; 22 PROSPECT ST., E. ORANGE, N. J.

THE MOON SCHOOL

Prepares for executive secretarial positions. Unique Courses emphasize personality development. 100% placement for tactful, poised Moon graduates! Special Short Course for College Women. 40th yr. Catalog. 521 FIFTH AVE. (1 E. 43RD ST.), N. Y. C.

DIETETICS

N. Y. INSTITUTE OF DIETETICS

In One Year qualify as Dietitian in hotels, restaurants, schools, hospitals, etc. Day or Eve. Co-Ed. Age no obstacle. Placement service. Licensed by N. Y. State. Catalog 4. 660 MADISON AVE., N. Y. CITY.

MUSIC

BOSTON UNIVERSITY

College of Music. Degrees, diplomas in Voice, Piano, Organ, orchestral instruments, School Music, Church Music, Composition, Theory. Distinguished faculty. Opportunities of Boston. ALFRED H. MEYER, DEAN, 31 BLAGDEN ST., BOSTON, MASS.

DRAMATIC ARTS

FRANCES ROBINSON-DUFF

"The Great Teacher"—David Belasco
Acting—Directing—Coaching Roles—Television
All instruction by Miss Robinson-Duff, in person.
Midseason term October 27.
Bklt. O. 235 E. 62D ST., NEW YORK, RHINE. 4-7900.

FEAGIN DRAMATIC SCHOOL
STAGE-SCREEN-RADIO-TELEVISION

Speech for Business & Social Use—Public Speaking. 24th year begins Oct. 2. Day & Evening Classes. Public Performances. Children's Dep't. Catalog V. ROCKEFELLER CENTER, 630-5TH AVE., NEW YORK.

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent
The foremost institution for dramatic training
Fall Term Begins October 27th
Catalog from Secretary, Room 251
Carnegie Hall, New York

When you are in New York we invite you to call at our offices—a few steps from Grand Central—to discuss your school problem with us.
VOGUE'S SCHOOL BUREAU

FOR PERSONAL ADVICE WRITE VOGUE'S SCHOOL BUREAU, GRAYBAR BLDG., NEW YORK

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about the hotels or resorts listed in these columns, write Vogue's Travelog, 420 Lexington Ave., New York City.

ARIZONA

CHANDLER

San Marcus Hotel & Individual Bungalows. 250 acres of luxurious playground, 18-hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

TUCSON

Pioneer Hotel. Southern Arizona's finest, 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

CALIFORNIA

LA JOLLA

Casa de Mañana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. Write for free folder.

SANTA BARBARA

San Ysidro Ranch. 670 mountainous acres overlooking Montecito & Pacific Ocean. Charming cottages. All sports—American Plan, $6. up. Booklet.

COLORADO

COLORADO SPRINGS

Broadmoor Hotel—in shadow of Pike's Peak, sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh, Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

GEORGIA

SEA ISLAND

The Cloister. Cool your cares at this famed seaside resort. All sports. Reasonable rates. Selected clientele. N. Y. Office, 630-5th Ave., CIrcle 5-8055.

MARYLAND

BALTIMORE

The Belvedere. A fine hotel, justly celebrated for its spacious, modern rooms, famous cuisine, and superb service. Ideally located. $3.50 up.

MISSISSIPPI

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Quiet, exclusive. Near New Orleans.

MISSOURI

KANSAS CITY

Bellerive Hotel. Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral Room. French Cuisine. Garage. Trans. or Perm. Wire for reservations

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. 2 Golf Courses. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep. Tel. BRyant 9-6348.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. There's a world of good in an autumn rest by the sea. Open decks, tempting menus. Josiah White & Sons Co.

NEW YORK

NEW YORK CITY

Allerton House for Women, 57th St. and Lexington Ave. New York's most select hotel for women. Friendly atmosphere. Rates: wkly $10 up, daily $2.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2. Bklt. "V".

The Beekman, Park Ave. at 63rd. Infinite care for your comfort, quiet dignity for your background, a convenient and smart location.

NEW YORK

NEW YORK CITY

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. From $2.50. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries Single $4, double $6, suites from $8. PLaza 3-2700.

Gramercy Park—Famed hotel at legendary private park. Rendezvous of nation's great. $3. single, $5. double, $7. suites. Weekly, monthly. Booklet "V".

The Grosvenor—On quiet and convenient Fifth Avenue at Tenth Street. 300 Rooms from $3.50 and $5.00. Monthly or Seasonal with serving pantry.

Henry Hudson Hotel, 353 W. 57th St. American Woman's Club. Special floors for women. Daily $2 50 up. Weekly $12.00 up. John Paul Stack, Manager.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries. Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

Sherry Netherland. Fifth Ave. at 59th Street, "Where the Park Begins." Gracious living, famed cuisine. From $7 single, $9 double, $15 suites.

NEW YORK CITY

The Waldorf-Astoria

Supreme in the arts of hospitality and entertainment. There are many alternatives but there is no duplicate. The Waldorf-Astoria, Park Avenue, 49th to 50th Street, New York.

PENNSYLVANIA

HERSHEY

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Moderate rates. Claude H. Bennett, General Manager.

VERMONT

GREEN MOUNTAINS

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

VIRGINIA

VIRGINIA BEACH

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

WILLIAMSBURG

Williamsburg Inn & Lodge—Visit the restoration of Colonial Williamsburg. Choice rooms—Moderate rates. Fine food. N. Y. Office, 630 5th Ave. CI 6-8896.

JAMAICA, B. W. I.

MONTEGO BAY

Casa Blanca—on Doctor's Cave Beach. Sunshine all winter. Verandah suites & rooms, cottages, Am. Plan $6 up. Restricted. Folder. R. L. Ewen, Mgr.

MEXICO

TAMAULIPAS

Hacienda Santa Engracia—only 7 hrs. from border on Pan-Amer. Highway. 20th Century comforts amidst charm of Old Mexico. Jose Martinez Gomez.

Fine Living

has its finest expression at

THE BILTMORE

Superb appointments . . . flawless service . . . an internationally famous cuisine . . . and a leisurely tempo create a distinguished home for discerning people . . . convenient to New York's most interesting activities. Apartments of one to six rooms, reasonable rates.

THE BILTMORE

David B. Mulligan, President

MADISON AVENUE AT 43RD STREET, NEW YORK

Direct elevator and stairway connections with Grand Central

ALL OCCASION PACKAGES

ALICE H. MARKS gaily trimmed packages of luscious goodies for the hostess, traveler, convalescent and week end; from $3.50. Interesting gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

ANTIQUES REPAIRED

BROKEN HEARTED over a broken vase? Gem experts repair & refinish modern, antique art objects, china, glass, tortoise shell, silver, jewelry, bronze, copper, amber, ivory, marble. Gem Specialty Co., 10 W. 47 St., N.Y.

BAGS

A. L. WORKMAN—An old established firm, well skilled in making fine leather, brocade and silk bags. Needlepoint, petit points mounted. Large assortment of frames. Expert relining, repairing. Rm. 803, 424 Madison Ave., N.Y.

BEAUTY CULTURE

HAIR FREE ARMS AND LEGS. Root-out. Removes superfluous hair from below the surface of the skin. Odorless, non-injurious, requires no heating. Marian-Suzanne, 18 W. 57th St., N.Y. Free consultation. Tel. CI 7-5693

ARE YOU 16 OR 60? Modern nonsurgical method aids in correcting lines, surface pimples, blackheads, pores, etc. Physician, Licensed Pharmacist attending. Free advice. Skin Culture Institute, 545-5th Ave., MU 2-0516

BRASSIÈRES

NO TWO BUSTS ARE ALIKE—J. BERLE from Paris is in New York with the world famous, custom made brassière—individually designed uplift and French workmanship. Year guarantee. 20 E. 57th St. PLaza 9-4262

CHILDREN'S WEAR

NATALIE, INC. & NATALIE GROWN-UP are side by side at 108 & 110 E. 57 St. Now showing fall line of distinctive models, also exclusive party frocks for children. Road exhibit visiting principal cities. PLaza 3-4908

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CHRISTMAS CARDS

PERSONAL ENGRAVED CHRISTMAS Cards in exclusive designs, magnificent assortment. Will be delivered anywhere. Write for samples at once. Everett Waddey Company, 5 South 11th Street, Richmond, Virginia

CLEANERS & DYERS

TRUST PHIL COOPER'S CLEANING art to keep your summer clothes colorful, crisp and fresh as only New York's most famous cleaner can. Phone LOngacre 5-3237 for speedy service. Stores throughout N. Y. C.

COLORFUL & FRESH AS SPRING. Dry cleaning by Artclene method—prompt service; no shrinkage or fading. Superior hand-finishing of delicate materials & laces. Mail orders. Artclene, Inc., 1039 Madison, N. Y. BU 8-0995

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

AGNES MALONE. Creator of fine corsets. Custom-made garments. Expertly fitted. Perfect figure control. Also, brassières and lingerie. Only quality, imported materials used. Phone CI 7-4431. 19 W. 56th St., N. Y.

NINA-FAY Foundations, Inc., enable all women to flatter frocks. Garment corrects faults of figure, posture, weight; moulded to individual by patented method. Stage, radio clientele. 16 E. 50th St., N. Y. Tel. EL 5-8019

COSMETICS

SALLYE HARMER COSMETICS are sold in the comfort of your home. Individualized cosmetics made fresh every day and sent direct from the laboratories to patrons all over the country. Experts on Skin are our sales persons. Would you like to learn? Dignified way to earn money. Liberal commissions enable you to become independent. Territories are more valuable each day. Complete information, write Sallye Harmer, Lansdowne, Pa. Dept. 10

JUST IN CASE—Almost every kind of shop or service you could want, you'll find in Vogue's Address Book. Write Vogue's Information Service, 420 Lexington Avenue, New York City. They know where it is. No charge, of course

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

DELICACIES

VENDOME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

CALIFORNIA DELICACIES—Brandied Dates, Prunes in Rum, Baked Oranges in Grenadine. Send 35c stating delicacy desired, jar sent postpaid. Send for our Catalog. Fox Shoppe, 438 El Camino, Redwood City, California

PENNSYLVANIA DELECTABLES—Jellies & preserves in pottery jars. Wild grape, plum, elderberry, blackberry & crabapple. Three jars $1; doz. 8 oz. glasses $3.25 & $3.75. Franey Johns, 719 Diamond Blvd., Johnstown, Pa.

FAMOUS EUROPEAN DELICACIES prepared from old recipes. Cocktail snacks and sweets for all occasions. Gift assortments $3 up. Try our Chocolate almonds. Trade Winds, Inc. 56 E. 55th St., N. Y. C. PL 5-9868

TASTEFUL AND TASTY SEASONINGS, easy to use, attractively packaged. Our home-grown herbs make dishes deliciously intriguing. Perfect gift for the friend who has everything. Folder. The Herb Farm, Chester, N. J.

WILD RICE—A rare Northwoods delicacy. Known first to ancient Indians, prized by sportsmen & gourmets as a side dish with wild game. 1 lb. $1. (6 lbs. $5) p.p. Indian Maid Wild Rice Co., 301 N. 7 St., Mpls., Minn.

DOMESTIC EMPLOYEES

SEND YOUR SOS FOR DOMESTIC employees to Miss Brinkley. At very short notice she can provide the extras for that party. Just call Miss Brinkley's Placement Agency, 1 West 47th St., N. Y. BR 9-5840

DRESS SHOP

FASHION SHOW MODELS AND ORIGINALS $5 to $19.95. Fresh, new fashions from the better makers. Many are originals at half usual cost. Come in, browse around and make a find. Air-cooled. Olive Brooks, 740 Madison Ave., N.Y.C.

DRESSMAKING

REVAMP YOUR WARDROBE to the latest mode through ingenious remodelling by Mme. Jane. Also custom-made original creations of couture-quality and workmanship. Fittings in your home. 981 Madison Ave., N. Y. RH 4-1600

ANNE GEMERD, expert dressmaker, tailor, and furrier, solves all wardrobe problems—remodeling, repairing, cleaning and storage. Meticulous workmanship and perfect fit guaranteed. 30 E. 62, N. Y. C. RH 4-9339

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention, by skilled & careful hands. Consultation, Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 23rd year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair removed permanently, safely. Improved method. Endorsed by skin specialists. Personal service, 15th year. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Established over 40 years in N. Y. Superfluous hair removed safely and permanently. Facial problems corrected. Recommended by physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

FACE ESTHETICS, INC.—Selected by discriminating women for removal of unwanted hair safely, permanently. Expert application of Kree multiple method. Consultation free. 9 E. 41 St. (off 5th Ave.), New York C. VA 6-3372

GLORIA C. ZEIDE, E. T., Unwanted hair skillfully & comfortably removed with new, modern electrolysis equipment. Absolute privacy. Free consultation. MU 6-8584. Near Grand Central. 324 E. 41 St. (Tudor City), N.Y.

Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

HICKORY, DICKORY, DOCK. Whether you've broken the crystal of your watch, or whether your rare old eighteenth-century wooden-movement clock is suffering from old age, Gurland and Grossman, at 614 Madison Avenue, can care for the victim. Mr. Grossman is a watch-and-clock expert, sits at the bench himself, supervising all the work and handling the more complicated cases. If broken parts are no longer available, Mr. Grossman makes them in his workshop. The day we were there, he was working on a minute-repeater watch, with a split-second stopper, and a calendar attachment. This is about the most complicated of all watches, is just as complex as it sounds.

P. S. And with all this precision work, goes a maximum of speed, as well—the odds are you'll get your repair job done in surprisingly good time.

COLOUR DOCTOR. Autumn is here, and with it almost inevitably comes the smell of fresh paint. If you are sitting in your little corner, dreading your encounter with the painters, here is a way to simplify the whole thing. Alban Conway, a decorator, at 68 East Fifty-Fifth Street, has devised a wonderful service. In his shop, he has arranged on an entire wall, seven hundred and fifty-two squares of different shades. These are shades mixed from the eight basic coloured paints, available in any hardware store. This system allows you to choose your colour as you would your perfume,

ENTERTAINMENT

LOUISE LLEWELLYN—Numerologist and Astrologer. Your present events $2. Detailed forecast of your next twelve months $10. Send name at birth and birth date with check. 147 N. Stanley Drive, Beverly Hills, California

HESTER PEABODY—Astro-Numerologist solves your problems by a personal reading with immediate forecast. Send name at birth, birth date, and two dollars. Ask questions. 451 Marlboro Street, Boston, Massachusetts

REAL HAWAIIAN PARTIES!! For large or small parties—Hawaiian leis, decorations, costumes, native orchestras, dancers & catering service if desired. Phone PL. 8-0208. Hawaiian Society, 480 Lexington Ave., N.Y.C.

NANCY VAUGHN—Numerologist. Personal analysis and guide for immediate future $5. Extended guide for twelve months $10. Send name at birth, birth date with check. Consultations by app. 10 W. 58 St., N. Y. WI 2-6232

FIREPLACE LOGS

USE YOUR ROMANTIC FIREPLACE! Try Cannel Coal, Irish Peat, Charcoal, Ford Briquets, fireplace size, dry, seasoned hardwoods, kindlers. Quick, clean delivery. Ben Weeks, LE 2-9800 (31 St. E. River) N. Y. C.

FURNITURE RESTORER

"PATINA" JACKSON OF LONDON ENGLISH wax. The Polish used by Decorators and Antique collectors. Leaves no greasy smudges. Imparts lasting lustre. Waterproof. Polishes quickly. For all woods—special blond for bleached woods. Try our Reviva for removing liquor, heat, water, paint marks. Cleans and polishes. Price $1.00; $1.50 for double size. Mrs. M. Jackson's Studio, 25 West 51st Street, New York. PLaza 3-3528

FURS

SUPERB PERSIANS, each a prize pelt, custom-made into an individual coat for you alone by Molot, formerly with Bergdorf Goodman Fur Corp. $495. Remodeling to 1942 lines. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

BEAUTY INVESTMENT. Natural sheared Canadian beaver. Exquisitely styled 5-skin body coat, shawl collar, full-swing back, balloon sleeves, outside pockets. Since 1884. Simon Levy & Sons. 122 E. Broadway. BA 7-2730

FURS REMODELED

OWN AN OLD FUR COAT? Let me make it over into a gorgeous 1942 fashion. For $25 I'll remodel, repair, refit, clean and glaze, including new silk lining, loops, buttons. 2 years guarantee, 3 years storage. Additional fur, if needed, at lowest cost. Harry Jay Treu, Inc., 147 W. 35th St. (opp. 35th St. entrance Macy's) 18th floor, N.Y.C. Telephone LA 4-6788 for Bonded Messenger or Write for Booklet on Mail Order Plan

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALLY on grey and fading hair, with beautiful, natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

FRANÇOIS, HAIR COLORING SPECIALIST, will restore your hair to its natural color and lustre. "Badly Dyed" or "Over-Bleached" hair expertly corrected. Free consultation. François, 11 East 45th Street, N. Y. C.

BOOK *and services*

after which Mr. Conway helps you find the harmonizing or contrasting colours. Your choices are put on a black velvet tray for you to study, examine at close range, and from a distance. (Incidentally, if you can't make up your mind on the spot, you can take your little squares home, to mull over.) Once your selection is made, Mr. Conway gives you the mixing formula, prescriptions so simple that any painter can follow them. All this for $5. And for very little more, you can also get squares to guide you in choosing your carpet, upholstery, draperies, accessories, lamps, shades, and such.

TO THE RESCUE. When burning ashes and your new black wool dress meet by chance, the results, as you may have all too sadly noted for yourself, are likely to seem fatal. However, this is the time to call the French-American Re-Weaving Company, at 100 West Fifty-Seventh Street. These people can re-weave almost everything, including linen, damask, silk, woollens, and even needle-point. Their prices depend, of course, on the extent of the damage, but begin at about $2.

Another life-saving job done by this firm, and a new one as well, is called re-napping. As you know, the first signs of wear and tear in heavy woollens, camel's-hair coats, and such come along the pocket edges, the cuff and coat edges. By a special process, the nap can be restored in these worn spots—the price of this first-aid treatment for weary woollens is reasonable, runs from $5 up.

P. S. The French-American Re-Weaving telephone number is COlumbus 5-8864. For out-of-town readers—send your re-weaving or re-napping job in by mail, you'll be given an estimate of the cost before work is begun.

HAIRDRESSERS

J. SCHAEFFER, custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK FOR PERMANENTS! Specialist in white, bleached, difficult hair. Features only scientifically approved methods. Charles Bock, 20 East 57th Street, New York. Telephone PLaza 3-3900 for an appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

FRED The Hairstylist, creator of Hair Styles in vogue. Your hair & scalp meticulously supervised. Flattering Permanents. Hair coloring. 18 East 49th St., EL 5-2220. Washington, D.C., at Philipsborn; Kansas City, Mo., at Berkson

ROBERT VEGETABLE SHAMPOO (Not a Dye) covers gray or fading hair. Gives lustrous tones to hair. Try it. Salon application $4.50. By mail $2.00. Booklet. Robert Makes You Beautiful. 675 Fifth Ave., N. Y.

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

KINKY OR FRIZZY HAIR straightened by Laurent to natural, graceful wave by new, lasting method. Emphasize your natural charms with a Laurent coiffure. Consultation free. 683 Fifth Ave., New York. WI 2-5212

MAISON JEANPIERRE for advanced Hair Styling and self-dressing permanent wave . . . Remarkable results in recoloring your hair to its original shade. Send for booklet. Phone for appointment. PL 3-6262. 6 E. 53 St., N. Y.

HAIRDRESSERS—(Cont'd)

CHRISTIAN FREDERICK JUNGST creates beauty and originality in the most difficult hair. Relax in his comfortable salon while your new, individual coiffure is designed and waved. 19 E. 47th St., N. Y. VO 5-4477

LURA DE GEZ, 714 5th Ave. (bet. 55 & 56 St.). Creator of 3-inch cut. A glamorous, casual coiffure. Hair coloring. Manicuring, pedicuring. Shampoo & set $2. Custom Permanents from $10 up. Free consultation. CIrcle 7-5818

HAIR GOODS

MANUEL INVISIBLE TRANSFORMATIONS with his "sight-proof part" have revolutionized the hair industry. Designer, manufacturer of high class hair goods. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., N.Y.C.

MME. MARIE—DESIGNER and manufacturer. Exclusive hair goods—all types. Your old piece remodelled & redressed. Finest quality hair fashioned in latest style. Moderate prices. Mme. Marie, 507 5th Ave., N. Y. MU 2-1367

GUILMONT & PETERS transformations & bobs, exquisitely made of natural, wavy hair. Invisible parting. Men's wigs, toupees. Restyling. Moderate prices. Booklet. Est. 35 yrs. 705 Marshall Field Annex Bldg., Chicago, Ill.

PIERRE TRANSFORMATIONS of artistry and unexcelled workmanship, have become a tradition of quality maintained for over 30 years. Made of finest naturally wavy hair. Absolutely undetectable. 37 W. 57th St., N. Y.

JEWELRY

ANTIQUE JEWELRY sold, restored, copied. Also specialize in remodeling old-fashioned pieces into modern jewelry. Work done on premises with distinct craftsmanship. PL 5-3885. A. Desteian, 46 West 58th St., N. Y.

JEWELRY BOUGHT

THE BEST PLACE TO SELL. Diamonds, Jewelry, Silverware, Estates (entire) purchased for immediate cash. Certified appraiser established 1925. Bank reference. Inquiries welcomed. Charles Preiser, 20 W. 47th, N. Y. BR 9-5280

KNITS AND YARNS

CLIVEDEN YARN—standard 30 years. Highest quality—all types. Write for free sample card—also information on easy-to-use Cliveden Looms. Cliveden Yarn Co., Dept. E-6, 711 Arch St., Philadelphia, Pa.

MELROSE KNITTING YARNS—at greater savings. Glamorous selections. Free color book over 1,000 swatches. Advance style flash. Instructions free! Write Jeri Yarn, 345 Grand St., N. Y., GR. 5-0355. Mail orders also

LANGUAGES

SPEAK SPANISH BY LISTENING! Cortinaphone Method teaches you with phonograph records to speak Spanish like a native. Learn quickly, easily, at home. Free book. Cortina Academy, Suite 659, 105 W. 40 St., N. Y. C.

LEATHER CLEANING

SUEDE, LEATHER CLOTHING, HANDBAGS, Accessories look new again when cleaned, retinted by our exclusive, dependable process. Inexpensive. Parcel Post. Leathercraft Process, 1052 First Ave. (57th St.), N. Y. PL. 3-0470

LINGERIE

THE PURPLE BOX—554 Mad. Ave. (55th), N. Y. Come to us for your new fall lingerie at our reduced prices. Exquisite hand work. Everything made to your personal measure. We specialize in all types of monogramming

ATTENTION, BRIDES-TO-BE—Made to order slips, gowns and negligees. Beautifully cut and perfectly fitted. Handmade blanket covers with monogram, under $7.00. Gertrude Heaney Kane, 745 Fifth Avenue, New York City

MASSAGE

SLENDERIZE in a club-like atmosphere—Ulrich Massage Studio, 31 East 60th Street. Ladies' Special! 10 treatments—$20. Vapor Cabinet, Vibrator, Roller, Shower, Exercycle. Residence Service. Telephone REgent 4-3688

RESIDENCE MASSAGE SERVICE. In the comfort of your home Miss Eriksson will give real Swedish massage; for vapor cabinet or colonic treatments call for appointment at the Belmont-Plaza. Ruth Eriksson, WI 2-1200

MENDING—REPAIRING

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N.Y.

MILLINERY

EMME'S fall hats have that clever individuality you've set your heart on. From $15. Let her turn that extra tweed from your Fall suit or coat into a stunning hat to match! Emme, 21 E. 56 St., N. Y. C. ELdorado 5-9865

HATTIE OSTER is the "little milliner" you've dreamed of finding. Individually designed hats of fur, or dyed-to-match felts, for all ages. They're "finds" at $12 up. Hattie Oster, Suite 1415, 515 Mad. Ave. (53rd), N. Y.

NAME TAPES

CASH'S WOVEN NAMES cost so little and insure your belongings against loss or misuse. Attach them with Cash's No-So Cement. Write Cash's, 21 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT, 714 Fifth Ave., New York City. Nationally recognized, foremost specialists fitting the narrow foot and heel. AAAAA to C, sizes 2½ to 12. Send for Booklet VS. Charge accounts. Mail service anywhere

I. MILLER specializes in larger size shoes. Our Autumn collection, featuring sizes 8 to 11, widths AAAAA to C, is ready at 450 Fifth Avenue, at 40th St., N. Y. C. Write for Fall Catalogue. Charge accounts cordially invited

SHOES—(Cont'd)

WIEDHOPF LTD., 730 Fifth Ave., New York. In the arcade. Now showing Fall shoes made to order on individual lasts. Comfortable prices. Style card. Wide range of sizes from 2½ to 13, AAAAAA to C. CIrcle 5-9714

SHOES REBUILT

LIVERPOOL SHOE REBUILDING CO. Boots, Shoes and Wedgies rebuilt, restyled and corrected to fit. Shoes lengthened, shortened, widened. Orthopedic, Dyeing, & Order Made Depts. Mail Orders. 138 W. 34 St., N. Y. (opp. Macy's)

SHOPPING COMMISSIONS

SARAH BOOTH DARLING. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no answer, LExington 2-1100

NEW YORK SHOPS BROUGHT TO YOU. Orders of all kinds filled quickly and intelligently. No Service charge. Write for particulars. Helen L. Richards, 452 Fifth Avenue, New York City. Tel. PEnnsylvania 6-6862

SILVERWARE

REPAIRING AND PLATING SILVERWARE our speciality. We also buy, sell new and used sterling & Plated silverware. Moderate prices, prompt service. Inquiries welcome. Phone REgent 4-0008. I. Lester, 135 E. 60 St., New York

SWEATERS

REAL SHETLAND Sweaters Hand-loomed, hand-finished, style-perfect classic cardigan $6.75, slip-on $5.75. Save money by mail—17 shades. Write for color card. Village Yarn & Tweed Shop, Framingham Center, Mass.

JAEGER SWEATERS OF FINE IMPORTED Wools. Hand-fashioned cashmere Cardigans $12.75. Hand-sewn Shetland Cardigans $6.75, Pullover—$5.75. Newest Colors. Write for swatches. Jaeger, Saranac Lake, New York

TAILORS

P. BASILE & SON creates for discriminating women, individual custom-made suits, coats of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St. VO 5-7584

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

JOSEPH FRAM formerly of Fortnum & Mason. Creator of fine custom-made clothes. Imported fabrics or your own material. Also ready-to-wear suits & coats from the Jaeger House of London. Expert remodeling. 15 E. 47 St., N. Y.

WATCH REPAIRING

GURLAND & GROSSMAN, 614 Madison Ave., N. Y. Repairing of complicated watches, clocks, chronometers, stop watches, small diamond watches our specialty. Safe handling & excellent workmanship guaranteed. Mail orders

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Virginia

WEDDING INVITATIONS—Announcements exquisitely engraved. Samples sent promptly on request. An authoritative service, prices reasonable. Discriminating comparison requested. Harcourt & Company, Louisville, Kentucky

WEIGHT REDUCING

ROSE-DOR FARMS—Magnificent reducing and beauty haven. Dieticians, beauticians, all facilities for healthful weight reduction. Fine accommodations. Booklet. 30 min. from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

SLENDER LEGS! Marguerite Benson's Successful Scientific Methods; Reduce, Strengthen Ankles, Calves, Knees, Thighs. Scientific, reducing massages. Indiv. exercises. 10 Treatments $20 up. 330 W. 72. EN 2-0333

MEADOWBROOK FARM. Let us help you solve your figure problem at this estate of beauty. Reduce or gain weight. Figure molding massage. Individual scientific diet. Write for booklet. 8833 Holmes St. Kansas City, Mo.

LOSE POUNDS AND INCHES—definite results. Successful reducing specialist, 16 yrs. experience. Individual attention. Expert in high colonics. Registered physiotherapist. Margaret Deuster, 160 E. 48th St., EL 5-8118

TAKEN FROM A
Star

The Four Centuries Shop

A Sloane Registered Reproduction, copied from one of the finest Eighteenth Century wing chairs our experts have laid eyes on. Magnificently simple lines, done with a restraint that gives a feminine grace.

W&J SLOANE
FIFTH AVE. AT 47TH • NEW YORK

Have You A Problem . . .

J. SCHAEFFER inc
Custom Permanent Waves
590 FIFTH AVE. near 48th

Helen Liebert

Hats.. Perfume

ATOP 19 WEST 57th ST NEW YORK

Shop

Glint of Paillettes. The highest kind of a black velvet pillbox is perched daringly, but not a bit precariously over your brow. The reason it doesn't land on your nose is because it is set firmly on a snood of gold-coloured brushed-jersey.

Dangling paillettes are stitched to the velvet, and they are clustered on either side of the snood, earring-wise.

Maretta Feeley, at 6 East Fifty-Third Street, does this, with a twinkle in her eye, for the more adventurous of her large and faithful following. ($28)

Miss Feeley gets as much fun out of a hat as anyone we know, but she doesn't consider fun the ultimate goal. And that's why she has so many year-in-and-year-out customers who come in to get A Nice, Flattering Hat, Please. Miss Feeley has a particular way with ladies who have no desire in the world to look like their eighteen-year-old daughters—or, for that matter, Ginger Rogers. She makes them look themselves, at their best.

The Bounty. Even armchair sailors will be interested in this ship: for she's an exact reproduction of the ill-starred *Bounty*, captained by the infamous Bligh, and scene of one of the most exciting mutinies in history.

So, whether you collect ship models or not, this miniature (a foot long, and perfect in every hand-made detail) has more than the ordinary interest. It is $25 postpaid, from the seafaring shop of Lebaron-Bonney, at 222 South Main Street, Bradford, Mass.

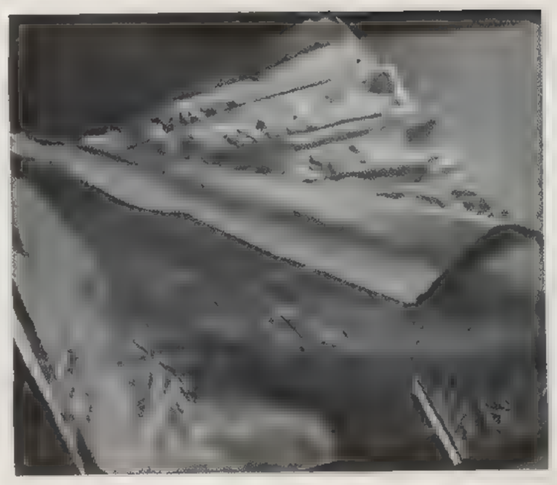
The Blou-Slip is just another example of the inventiveness of Californians—and their insistence upon the comfortable life. This new boon is a combination slip-and-blouse, all in one piece of white rayon crêpe. The blouse is typically sporting. The slip-skirt has a hem-line that can be cut to give you a choice of three lengths. All this, of course, eliminates that maddening tuck-in problem, and also gives you one garment in place of two. Mary Lewis, 647 Fifth Avenue, has this in New York. $4.50.

Winter Is Inconsistent, it blows hot (well, almost) and cold (*very* cold). It's a season of the ruggedest country life; it is, too, the season of lushest dressing. When a fur coat represents an investment, it should also be a gilt-edge security against all these contingencies. And we think this coat is. It's natural ranch mink, and a really wonderful length. Long enough to keep you warm, whatever; short enough to be youthfully swaggering.

It can be worn with great carelessness over your shoulders, cape-wise. It has a velvet tie through its slotted collar for evening. Richard Koppen, 17 West Forty-Fifth Street. $1,350.

Hound

Head in the Clouds



Intimate Reading: This pretty book has just been published by Henri Bendel, for the autumn's brides. It's of blue taffeta with pink taffeta pages. And each page is turned down to keep your place—for lingerie. Corsets, slips, panties, and nightgowns, each has a pocket leaf, with quilted lettering marking its use. With it comes a little diary-sized book of sachets, if you like ($3)—and a bill for $25.

Bendel, at 10 West Fifty-Seventh Street, has a collection of charming compliments to brides in the cosmetic department. We loved a little, round hat-box crammed to the lid with "Check Mate."

Prisoned in Porcelain are the figures of a boy and girl, set against a Watteau-ish background. The whole charming pastoral is set like a miniature in the pale green glaze of an eighteenth-century saucer. The Questers, at 453 East Fifty-Seventh Street, have a collection of antique saucers which range in the reasonable bracket between $5 and $15—and all over the lot in type and country of origin. They may be set up on stands and used purely as decoration, or, if you have a strong streak of utilitarianism in you—they do beautifully as ash-trays. While you're at The Questers, enjoy looking at their magnificent paper-weights, their sentimental perfume bottles.

Shah of Persia, this turban is called. And when you see it, it reminds you of a head-dress you might have remembered, perhaps in an old piece of brocade. It is intricately contrived from brash, cyclamen-pink velvet, and swathed in folds of black veiling. ($18.50)

You will find the Shah of Persia, along with a collection of original hats, in the shop of Mary Goodfellow, 23½ East Sixty-First Street. One of the very smallest, very prettiest shops we know.

Key to the Situation: just any old situation—office, home, desk, Little Tin Box, this bracelet takes care of them all. On its wide, curved-to-fit-the-wrist shield, it carries four of those magic little thingummies, like the one that used to keep your Aunt Bessie's pince-nez close to her bosom. Just like Aunt Bessie, when she wanted to see, you can pull out a length of chain from the spool, and use your key for whatever lock needs attention—it will snap back later. When not being its own useful self, this bracelet, gold-metal keys dangling, is the conversation piece to end all c. p.'s.

You'll find it in Saks-Fifth Avenue's Salon Moderne for $25. And we can't think of a better gift for the party-goer in your family who always *will* forget her key, waking up the servants and/or you.

VOGUE STUDIOS

Exclusively

SHOECRAFT

714 FIFTH AVENUE • NEW YORK

All sizes 2½ to 12 • AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
Mail orders filled • Booklet V • Charges

$18.95

Caresse . . . . .

Takes the High Road of Elegance

Fine suede glistening with genuine lizard makes a step-in versatile enough to wear with velvets or tweeds. The wise choice of tall gals wearing problem sizes 9, 10, 11 or 12. Trimly elasticized, available in black or brown. Sent anywhere. . . 18.95

HATS

Esther Dorothy

presents

Nutria

with a true South American influence

so light and warm

by

Furs for the Woman by a Woman

eight newbury street
Boston

Shop

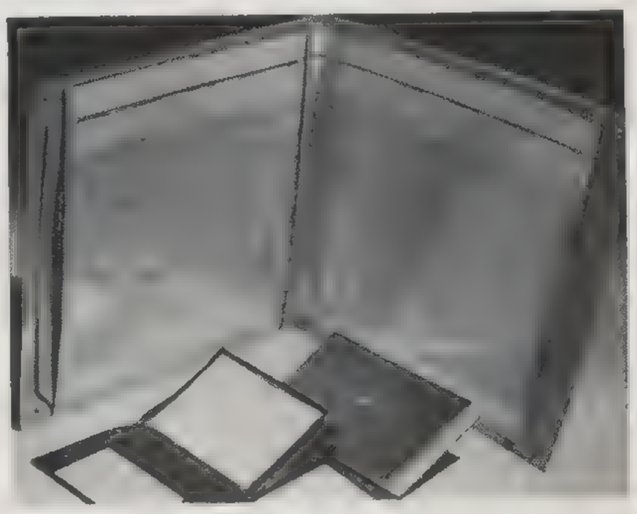
Warsaw Wanderer. A bomb, plummeting from sky-light to basement, ruined the chic little millinery shop of Madame Edwarda in Warsaw. In the two years since, she has been moving in the chess game of Europe, winding turbans, snipping felts, knotting velvets—into hats for the few people she met who still cared about hats.

Now she is here, very much at home in a new shop at 68 East Fifty-Sixth Street, very much ready to make to your order a real milliner's kind of hat. This felt and brushed jersey turban for instance: $18.

Pretty Browns are harder to find in shoes than practical browns. Shoe-browns have so long had a tweedy connotation that it is a little difficult to get used to the idea that dusky-brown suède can make the most gala little cocktail and dinner shoes you ever saw.

Here's a flippant example: very high-heeled, very round at the toe, very gay with its suède-tied bow. You'll find it at Vanity-Customode, 435 Madison Avenue: $16.95.

The Sky's the Limit for men's gifts at Abercrombie and Fitch. We don't mean by that, that you have to pay a Pretty Penny for a male present. We mean that you can find things from the ground up—as up as these high-flyer's necessities. In the background is a map case ($4); in the foreground, a license-case and a flight log ($6.50 and $3).



We think The Man Who Has Everything is much more of a problem than The Woman Ditto. So do try A & F in a pinch.

Snow Queen. Even Hans Andersen couldn't have conjured up anything as breathtaking for his fairy-tale royalty—as this glistening-white coat.

It's made of the finest Russian ermine and covers you in beauty from the upstanding collar at your throat, to the fullness swirling about your feet. The shoulders are flat, the sleeves luxuriously ballooned, the waist-line becomingly whittled away.

Paschkes and Schreiber, at 6 West Forty-Eighth Street, will make this for you—and the price of Russian ermine is no longer as fabulous as its magnificence. This coat, for instance, is $1,250. And these same very good furriers have less enveloping ermine wraps for as comparatively little as $550.

This house, too, makes a specialty of the mink coat.

Hound

Head in the Clouds

Snake Charmers. Baby cobra, dyed in a very adult and dashing red, is used for these winter-cheering accessories. (Baby cobra, by the way, is not at all harshly scaly, but soft-as-kid.)

The bag is enormous, and has the great virtue of being lined in black leather (no frayed lining to worry about). It's $39.50. The umbrella has a cobra handle, a sleek cobra case. It unfurls to a red plaid. ($15). The short, wrist-length gloves are cobra-skinned on the backs, have red capeskin palms to match. ($7.50). You will find this cheerful trio (with a belt to match, too) at C. Crawford Hollidge, in Boston. We recommend all, but not more than two pieces at one wearing.

Tooled Leather adds a luxe touch to black evening sandals. The tooling is beautifully done by hand, and decorates the gold kid platform, the new, thickish high heel, and the ankle-strap. The sandal itself is made of twisted crêpe satin.

J. and J. Slater have this shoe; in colours, too. $45. The address is 575 Madison Avenue.

Heads and Tails. The snood is staging a bigger comeback than Gloria Swanson. Many of the smartest heads this winter will be shrouded in woollen crochet of some kind. *This* kind happens to be a particularly attractive lacy version, in a foggy amethyst shade.

The snood is draped to a fold in back; close to the face, and over the forehead. And it's all kept very much in place by a framework of ribbons, exactly to fit your head, underneath.

A bouquet of mink tails, wired as milliners wire feathers, stands up like a coronet over the snood.

Anita Andra, who has a new shop at 558 Madison Avenue, makes this with the skill that made her a reputation in Europe. $25.

The Chinese, Too, are delivering the goods. At the shop of Agnestrong, 128 West Fifty-Seventh Street, you will find these charming examples of Chinese craftsmanship. A small pewter-washed copper jug (just $1.50 will make you its owner); and porcelain rice-bowls—decorative and at least mildly useful—hand-painted in a blue Canton pattern inside, glazed on the outside in a warm, earthy brown. ($3 for six.)

Wonderful for *things:* the jug for pencils or flowers or pipe-cleaners; the bowls for ash-trays, or potpourri. Or to use, as they were meant, for food.

VOGUE STUDIOS

Still they come...

Today, more than ever, is Ciro jewelry in demand. Here are a few of the many new and exquisite designs, finely made in the Ciro tradition of excellence.

Large Bowknot Brooch, Yellow Gold set with Ciro Diamonds; Ciro Sapphire, Ruby or Emerald center. (Ill. ¾ actual size.) $7.50

New, different Gold Ear Clips; Ciro Ruby, Sapphire or Ciro Diamonds. (Ill. ¾ actual size.) $1.95

MAIL ORDERS PROMPTLY FILLED

DIRECT BRANCH OF CIRO OF BOND ST. LONDON, ENG.

Ciro

OF BOND STREET • LONDON

711 FIFTH AVENUE AT 55TH STREET NEW YORK

HAIRSTYLES FOR THE DISCRIMINATING

Michael OF THE CARLYLE HOTEL

76TH ST. AT MADISON AVE.

FOR THAT HARD-TO-FIND "PERMANENT WITHOUT THE LOOK OF A PERMANENT"..

CALL BUTTERFIELD 8-8718.

SCANDIA COSMETIQUES USED EXCLUSIVELY.

The LIZARD-ROLL *Pump*

Made on the famous and exclusive Imperial Last . . . high-arched, high-heeled and, naturally high-styled! Sooty suede with lizard trim. In black, brown and blue . . . $15.75

Bag to match . . . $11.75

Booklet on Request.

French Bootery

22 EAST 57th STREET, N. Y.

Silver Fox Furs... *Direct from Farm to* **You!**

SILVER FOX is the fur of perennial fashion. Always appropriate. Always appreciated. And now you can buy genuine Harman Silver Fox scarfs, jackets, capes, coats, muffs . . . ready to wear . . . direct from the farms to you . . . at unusually attractive prices. Grown on snowy White Top Mountain where fog, wind, and severe cold develop that luxuriant softness and glossy sheen so desirable in fine furs . . . Harman Silver Fox is truly "The Fur of Incomparable Loveliness". Know the name and reputation of the breeder of your furs. Buy direct from Harman, one of the larger producers of Silver Fox, Mink, and other furs.

HARMAN *Fur Farms*

Department 14

Christiansburg, Virginia

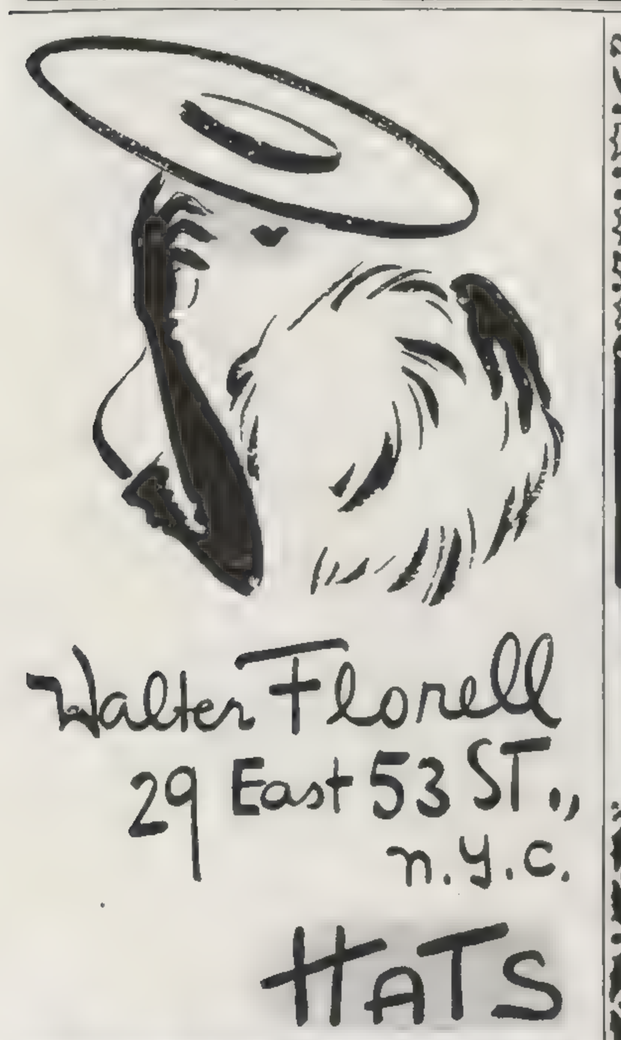
Write for folder, prices, and how you can examine these beautiful furs.

ALL OUT
FOR PLAID

Magnificent Armand Scardapane coat original crossed with plaid . . . incomparable John Barr plaid out of Britain. Defiant red and black, haze of heather blue and pink, or sere Autumn rusts and browns 79.90

In Misses' Sizes

Jays Temple Place Boston

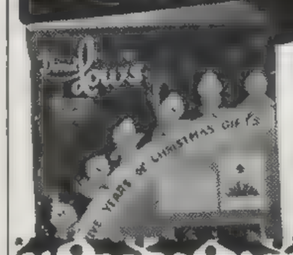


Walter Florell
29 East 53 ST.,
n.y.c.

HATS

2,000 UNIQUE XMAS GIFT IDEAS!

FREE BOOK!



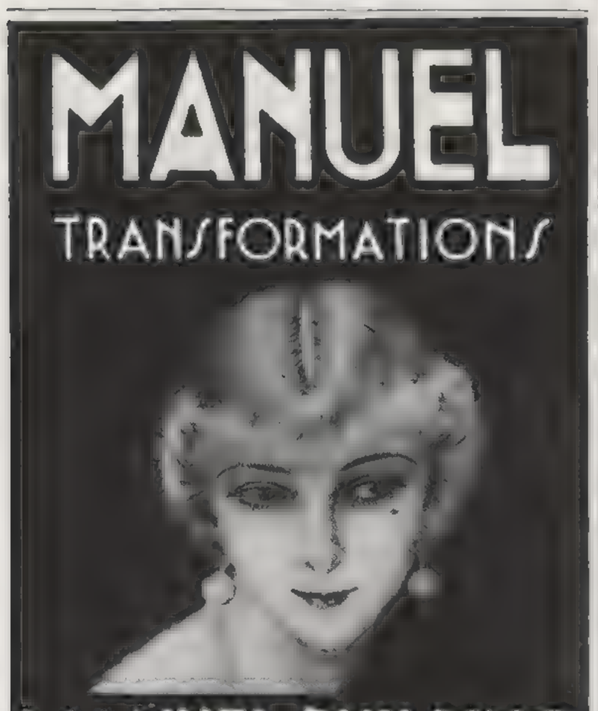
THIS year let *America's Smartest Mail Order Gift House* make it *easier* for you to select truly "unusual" presents. Shop right from your easy chair for distinctive, "un-hackneyed," useful gifts. Intriguing novelties. Surprises in jewelry, leather, metal. All reasonably priced, from $1 up!

Gifts for Men • For Women • Novelties for the Home • Smart Leather Gifts • Jewelry • Watches • Diamonds • Silverware • Gift Cards • Wrappings

We pay postage: guarantee safe delivery. Thousands shop *The Daniel Low Way;* because our 75-year-old policy is "Satisfaction or your money back." Shop at home, avoid crowds and last-minute rush. Send for FREE BOOK now!

Daniel Low & Co.
215 Essex St., Salem, Mass.

MANUEL
TRANSFORMATIONS



MANUEL BUILDING
988 SECOND AVENUE
NEAR 52ND. ST. NEW YORK
PARIS · 10 RUE ROYALE
HAIR GOODS EXCLUSIVELY

THOUSANDS OF WOMEN CROCHET
AFGHANS
BECAUSE THEY'RE BEAUTIFUL AND PRACTICAL

No. 629—Crochet this exquisite Ripple Afghan now on the crest of a wave of popularity. Shades of Reds and Rose, or shades of Browns and Yellows (State Choice) create a brilliant rippling of color. Herrschners fine, soft, pure wool Germantown makes an Afghan incomparable in warmth and soft beauty. Simple to crochet, and you can start the minute you receive your Kit. Everything needed to start is included—3 big, approx., 110 yd. balls Germantown yarn, bone crochet hook, easy-to-follow instructions, and a hand crocheted pattern for a model. Money back if not fully satisfied. **Order by number.**

FREDERICK HERRSCHNER CO.
508 SOUTH FRANKLIN ST., CHICAGO, ILL.

Shop

A Snood of Fur. Tuck your bonny locks inside a snood of fur—to match your fur coat, or to give an extravagant look atop an uncompromisingly cloth coat.

Fanny and Hilda, at 501 Madison Avenue, do this in taupe grey suède and Persian lamb, as we show it here. Or in whatever other colour and whatever other fur you might prefer. For this combination, $60.

We like especially the great butterfly bow of fur aloft the new look of pure-brow, smooth hair-line.

Pup Appeal. Certainly a cocker spaniel, in the (not too well-fitting) flesh, is one of the most engaging animals in the world. Now, after seeing this puppy, we're not sure he's not the most engaging animal un-alive. He's made of plush (honey-coloured or black); his ears droop wistfully and at great length; he sits sloppily off-centre on one haunch. And to Shop-Hound, who should know, he is the Clark Gable of the dog world.

This cocker can come into your life all musically accomplished. Complete with a Swiss music-box, he is $7.25. Just plain dog, he is $5.25.

The Josselyns, 174 Newbury Street, Boston, are harbouring him. You'll want to make a note of that for reference around Christmas time. And we don't think the age limit should be placed especially low, either. We've seen him charm many a grown-up.

Bermuda in Vermont. Lest you rush to mark us with a large cipher for our geography, we explain: that there is a little corner of Bermuda set up now in Woodstock.

For years The English Sports Shop in Hamilton, Bermuda, has been as much a visitor's Must as swizzles, bicycles, and the aquarium's morays. Very Great Britain in its merchandise, it has had a loyal American clientele. And its stocks of English and Scotch tweeds, cashmere and Shetland sweaters, its Bermuda doeskins, especially dyed in desert colours, were pounced upon for holiday loot.

A branch of this same shop, with identical stock, has just been opened in Woodstock, Vermont. Business will be carried on, no doubt, in the same I'm Just Browsing, low-pressure-salesmanship manner—with an eye to winter ski enthusiasts.

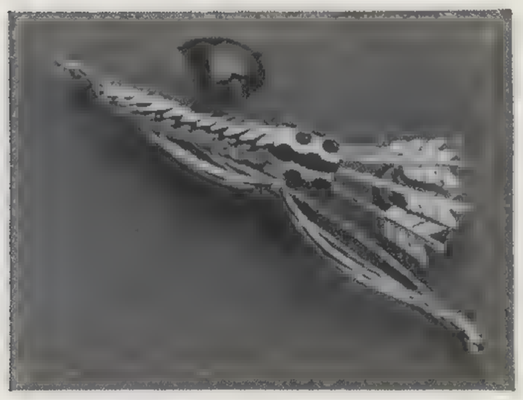
Everybody's Friend. Even Shop-Hound is very foot- and shoe-minded in this issue of Vogue. And we can't think of a better way to prove it than by showing you this shoe. This is a sort of string around your finger (or perhaps a bell on your toe). It's to remind you that shoes may come, and shoes may go, but it's nice to have a shoe like this in your closet forever.

It's a comfortable walking height; it breaks up the length of the foot with two kinds of leathers; it's unobtrusively classic; it has no age limit.

Best of all it's only $5.50, Natural Bridge Shoe.

Hound

Head in the Clouds



Playing Cupid. For a young man with romance in his heart, intentions in his eye, and a gift in his mind, we can't think of better advice than this delightful sentiment concocted by the Duc de Verdura.

It's a pin: a golden bow, with a gold quiver full of golden arrows. And up above them is the target—a heart of red tourmaline. This little conceit can be snared at Verdura Jewels, 712 Fifth Avenue, using as your weapon a cheque for $275.

This shop is the home of the fabulous Dali jewels, which were shown in Vogue, July 15. Of nonsense trinkets. And of magnificences you can't believe, even while you look.

Stand-in. Being fitted *used* to be one of life's great trials. If you made your own clothes, you needed either a good friend, or training as a contortionist. If you had them made, there was all the time wasted, and all the standing around. But now the Singer Shops have changed all that. They've invented a way to mould sheets of thin, thermplastic material to your figure, to give you an exact replica (you'll be surprised at your portrait) to use as a dressmaker's dummy.

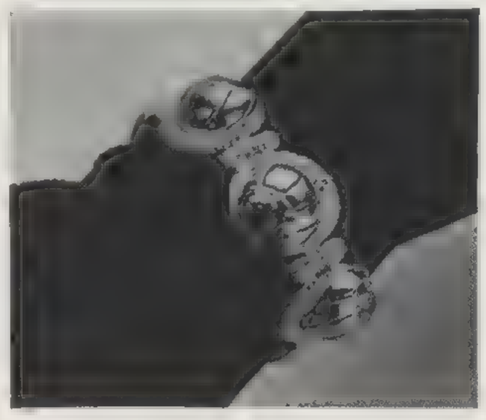
The moulding is quick, no trouble, and inexpensive. $17.50 for the form, plus a stand gauged to your height, which holds the form to your posture. Perfect for absentee fittings.

Jewellery at a Price. Marcus and Company are jewellers with Hearts. They realize that everyone isn't born with a diamond bracelet on her wrist. And although Marcus is mostly preoccupied with them as *are*, they don't believe in neglecting the rest of us, who still can dream, can't we?

Consequently they have an Economy Corner with excellently made costume jewellery, priced within reason, and designed with éclat!

A gold-metal flexible bracelet, set with red stones and rhinestones, is $45. Earrings to match; $10. (679 Fifth Ave.)

Glamour for Gloves. This year when so many winter coat sleeves will be short, and so many winter gloves will be long, a bracelet is a particularly needful accessory. Ciro of Bond Street, at 711 Fifth Avenue, has a really enormous selection of bracelets, usually with earrings, and often with pins, clips, and necklaces to match.



We show you one made of huge, domed links, in white and gold-coloured metals. Each link is set with a circlet of rhinestones, and one great, fake aquamarine (or ditto ruby, if you'd rather).

The bracelet is yours for $50. And the earrings (like one of the links) are $9.75.

LITTLE CANDY "Pepper Uppers"

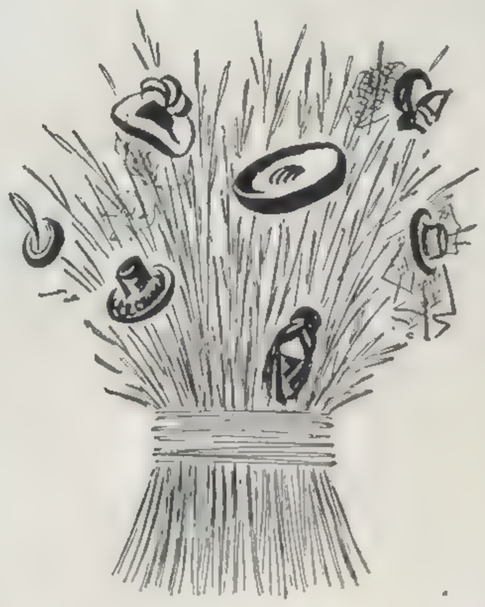
Miss Saylor's
COFFEE-ETS

Exotic little gems of hard, smooth candy with a precious coffee flavor. Coffee-ets give you the piquant taste and pleasant lift of your evening demi-tasse. Try some after a smoke. They're made with *pure* coffee and *real* cream! Perfect little "pepper-uppers" when fatigue lets you down. Unique bon voyage or birthday gift. Serve them at your parties. Send them to the boys at camp. Take them on week-end trips. *Individually wrapped in gay pastels, Coffee-ets sparkle in your dish.*

7½ oz. tin 50¢ 1 lb. tin $1

MISS SAYLOR'S CHOCOLATES, INC.
Encenel Ave., Alameda, California

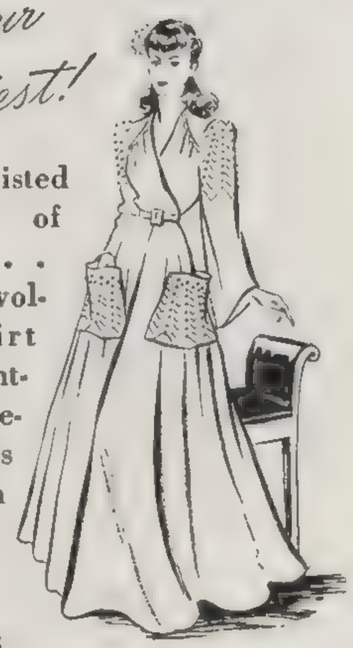
"as We sew . . . so shall You reap"



FALL HARVEST

Gladys & Belle HATS
20 WEST 57 ST. • NEW YORK

Look your Loveliest!

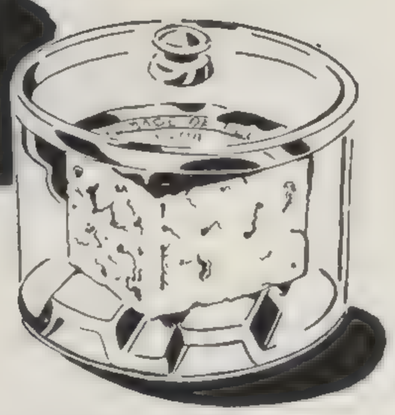


In our slim-waisted hostess gown of silk jersey . . . with graceful voluminous skirt and gold-accented trapunto design on pockets and sleeves. In Red, Green, Blue, White or Black . . . $22.95

SUSANNE *still has an unusually wide assortment of precious pure-silk, hand-made lingerie for which we are famous . . . and our moderate prices remain the same!*

Susanne
41 WEST 57th STREET, N. Y.

Thrills for Cheese Lovers!



CHEESE PRESERVER All Glass. Keeps cheese fresh for weeks! 7" diam. 5" deep $1.95

IMPORTED CHEESES

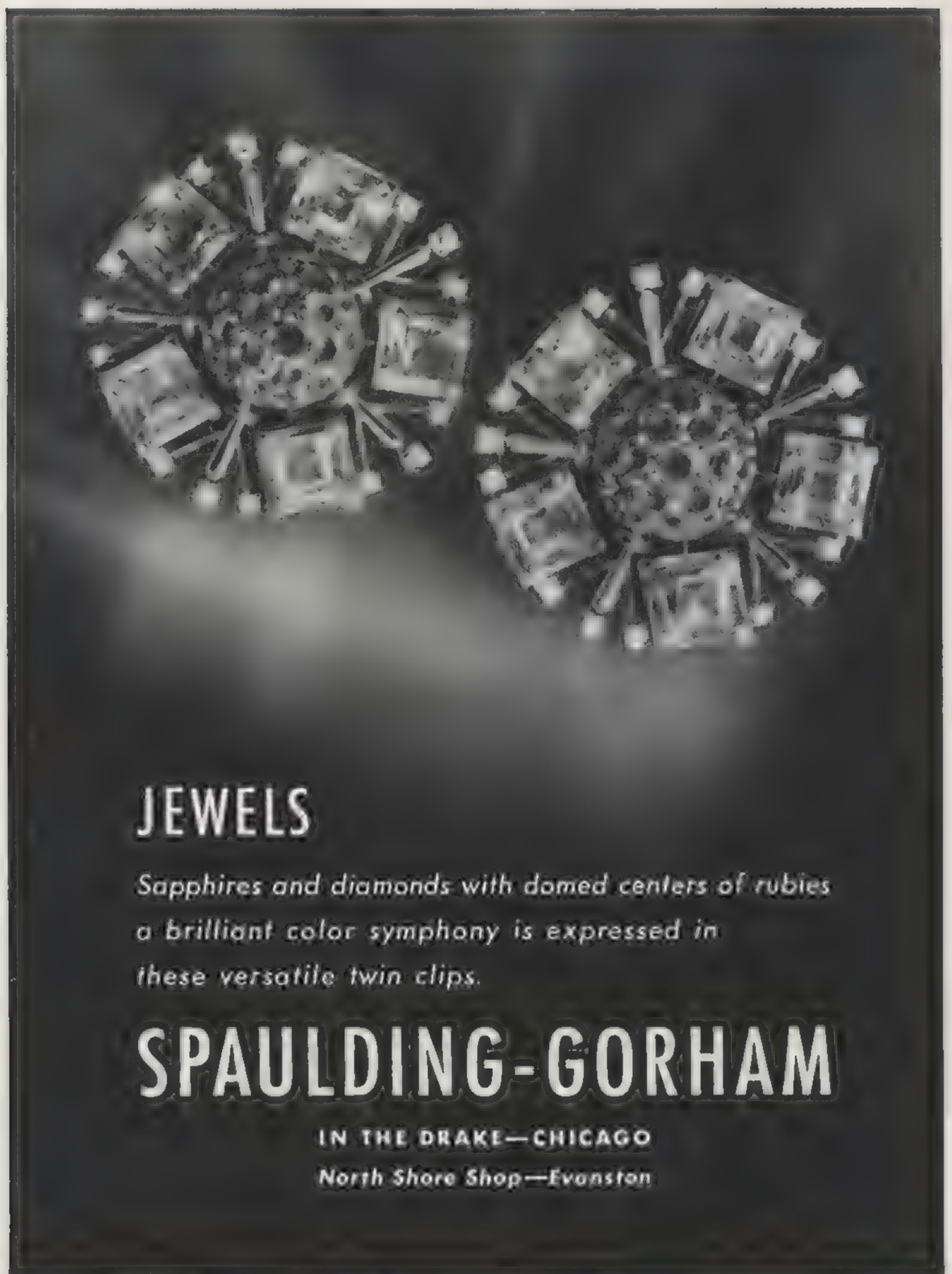
Zesty Roquefort in brandy ..... 16 oz. crock	$2.40 ea.
Mellow English Stilton in port ..... 16 oz. crock	2.40 ea.
Toothsome Cheddar in sherry ..... 16 oz. crock	2.40 ea.
6 oz. crock of any of above	1.25 ea.
Argentine Blue from Los Andes	.80 lb.
Canadian D'Oka	.85 lb.

DOMESTIC CHEESES

Wisconsin Hickory Smoked	.56 ea.
Pineapple	1.25 ea.
New York State Bel Paese	.75 ea.
Finest New York State White	.55 lb.

Send for your free copies of booklets: Housewares "V-1" and Connoisseurs' Foods "V-2".

HAMMACHER SCHLEMMER
145 E. 57th ST. NEW YORK, N.Y.



Paris London

Erik, INC.

World Famous Hat Designer

now established in America

15 East 53rd Street New York City

A dress-up lounging slipper with special snug backstrap that makes them stay on. Utterly comfortable and ultra smart; for home, travel, and vacation. Built-in heel, soft-cushioned insole, giant silky pompom, leather sole. Solid royal blue, or burgundy rayon satin; or red with black. Fits sizes 2 to 9; AAAAA to B. Sent prepaid on receipt of check or money order. 15c additional on C.O.D. orders.

RUTH SHOE SHOP *dept. B10*
22 S. Main Ave., Albany, N. Y.

Transformations by SYLVIA

515 MADISON AVE. (SUITE 812)
NEW YORK CITY
Entrance on 53rd St. Tel. PLaza 8-1389

VOGUE COVERS THE TOWN

Ride 'em

New York's root-in', tootin', slam bang, nineteen-day return to the frontier days—the World's Championship Rodeo—opens on October 8, at Madison Square Garden. There will be cowboys and girls, steer wrestlers, and bronco busters. There will be a sextette of Western beauties competing in a cattle-cutting contest. And there will be Gene Autry, the golden voice of cowboy, appearing with his two movie-wise horses, as guest star. (It's a stream-lined rodeo that's got old pardner Mex's eyes popping out.)

Here's a fine solution for the children-to-be-entertained problem. Tickets run from $1.10 up, and there are matinées every Saturday, Sunday, and on Columbus Day.

Seven come eleven

Cab Calloway's Quizzicale manages not only to kick the gong, but also the other quiz shows around. This radio show, heard over Mutual Broadcasting, is good to listen to, even better to watch. The active participants are the great Calloway himself, his orchestra, and a group of extremely non-expert "experts" from Harlem.

The questions usually deal with such esoteric matters as boogie-woogie and swing. They're chosen, not from the conventional grab-bag, but, instead, by the come-seven-come-eleven roll of the dice. The losing contestants get their just desserts, a shining copy of Cab Calloway's Jive Dictionary.

The show is on the air on Sunday nights at 10:30, and the WOR Guest Relations Department, 1440 Broadway, takes care of the ticket proposition. Write them, they will let you know if the boys are playing a "set of seven bright"—jive talk for a week's dance-stand out of town.

Super Alleys

The Roxy Bowling Center, at 160 West Fiftieth Street, is a bowler's paradise. There's bowling, eating, and drinking, here, any time of the day or night—the place operates on a twenty-four-hour schedule. Each of the twenty gleaming alleys is equipped with the latest devices. The special bowlers' settees have everything from a rack to hold the ball, to a bell to signal the waitress.

Along the side-lines is a huge bar, from which anything can be ordered—ice-cream sodas or Scotch and sodas. This is an amazingly active spot, particularly between 4 A.M. and 6 A.M.

This is rather a fun-place to drop in for a bite of breakfast after a night on the town. Though many people come to watch, almost all of them stay to bowl.

Pie à la mode

Peplum soufflée and roses sur cloche might well be the main dishes for the first fashion luncheons of the season. On September 25, the Plaza has its first in a series of Thursday luncheons in the Persian Room. The opening show will be by Milgrim.

And Walter Florell shows his collection of hats on October 7, at the first of the Ritz-Carlton's Salon d'Elégance luncheons.

P. S. A reservation is in order —otherwise you're likely neither to see nor be served.

For defense

If you're tired of not seeing, only hearing of defense, you might go to the Civilian and National Defense exhibition. It's running, at Grand Central Palace, through October 18. The various defense measures exhibited range from super-air-raid precautions demonstrated by the New York Fire Department to the effective, but tragically primitive defense aids, used in China.

Fishermen three

The Rod and Reel is a tiny restaurant, tucked away at 110 East Fifty-Ninth Street. It's run by three young men (none seems over twenty-four) who wait on table dressed in well-faded dungarees. There's a tip-of-the-wharf look to the place, which is only slightly bigger than an identification-tag.

The fish bar and all the tables are of bleached and well-scrubbed wood, there's sawdust on the floor, and the specialty is fish and chips—served in the British fashion, with plain vinegar, instead of tartar sauce. (The Boston clam chowder here is wonderfully blended.) This is a fine place to remember for those fishing moods. P. S. An annex Rod and Reel is to open this autumn, at 19 East Forty-Ninth Street.

The skaters' waltz

Try the roller-skating rink at Rockefeller Plaza for a gay, casual evening. Expert skaters can waltz, rhumba, do the Conga chain, to the music, but somehow the novices always look as though they were having the most fun. (It's something of a now-they're-up-now-they're-down kind of business.) The guards watch these beginners like hawks, seem to sense when they're slipping before the victims themselves know it. These same guards double as instructors, charge $1 for teaching fundamentals; $2 for figure-skating lessons.

There are four skating sessions a day at the rink, each lasting two hours and a half. These sessions begin at 11:30 A.M., end at 11 P.M. The tariff, which includes rent of skate-shoes, is fifty cents by day; seventy-five cents on Saturdays, Sundays, and at night. "FLANEUR"

THE READER (AGE 50) WRITES

DEAR VOGUE,

Now that you've gotten the infants off to college, and the dern dirndls off your chest, would you mind very much giving the old gals a two-penny-worth of your time?

Honestly, every magazine for months has catered to the 'teen age, and I'm fifty, and wondering how I'll stack up with Vassarettes. Is there anything you can do about it?

In my day, the 'teen ages were completely ignored. They were at that gangling age, and there was nothing you could, or did, do about it. Now they actually get too much attention altogether. It should be enough to be young and lovely. I dash about the globe in the summers, and, t'would seem, I no sooner get my clothes ready for hot weather than I go off again to a cold climate. Now everyone seems to be dashing madly to get set in autumn clothes, and I'm getting ready to return to my home in Florida in two months.

I've considered seriously taking the law in my hands and going about dressed as a man. It ought to solve my problem with these 'teen agers taking the spot-light.

Signed—a jealous hussy,
Los Angeles, California

DEAR READER, Aged (50)

Never mind; never fear. Vogue has you on its mind, and Vogue really Cares. It is true that we went all-out for college girls in the August 15 issue. It's their issue, and, like Christmas, comes but *once* a year. Every issue holds something for you. And please don't think that because you see clothes photographed on young models that they are destined to be worn by the young only. A large number of them were chosen for you, too.

In this issue, for instance, there's a galaxy of good suits to choose from. On page 84, the dignified and exciting purple one, and, on the opposite page, the spruce-green nip-waisted one (good for you with all the travelling you do) ...and the soft suit-like-a-dress, and the suit of mustard wool. All of these come in sizes up to 20—a size which most older women can wear. You forgot to tell us *your* size!

Nothing is more kind to your figure than a good jersey dress. For cool days in Florida, or anywhere else, consider the blue shirt-waist dress of wool jersey on page 81. This comes not only in sizes 10 to 20, but in 38 to 44, as well. And on the opposite page, there's a black jersey two-piece dress which might easily turn out to be one of your stand-bys.

Study, on page 102, the bright plan to help you stay within the money-bounds—one pretty jacket-waist to wear with either long or short skirts. Have your dressmaker whip up the pieces in your favourite materials, from Vogue designs.

Notice, in Bouché's sketches of the Collections, the prevalence of under-the-chin frou-frou. It does lovely things to the mature face, and covers your throat, in case that isn't one of your best points. Consider the flattery of a fur cape, if you're in the market for furs. Vogue loves them. *You* can wear them. Set off your face, and set up your morale, with a flutter of black lace.... Dare a wrapped and draped and mysterious new hat. Perhaps you'll find what you want in the blue-printed turban on page 84. The purple hat on page 83 has lovely lines—a good hat for a bright suit. (If you're a bit leery of mixing this year's bright new colours, turn to page 82 for courage and advice.) You might try on the black felt-and-velvet hat on page 81.

Luckily for you, this year's shoes, of which we show *myriads* in this issue, play right into your hands. You'll like their comforting, flexible soles, their minimum weight, and the wide choice of low and medium heels. There really isn't any distinguishing line between the designs for the young and older women these days—just distinguished shoes, well-designed for all.

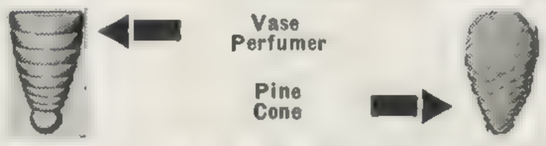
And, oh yes, the article called "If You Want To Be Supported For Life" will give you some invaluable tips on how to keep your feet youthful and useful (p. 67).

Of course, the September 15th issue had many pages dedicated to you and your problems—many hats and clothes with Dignity and Dash, selected especially for you. There's a most exhaustive treatise on your beauty problems—all the hows and whys for your face, figure, and coiffures. If you happen to have missed it, turn backward, turn backward, and read.

Incidentally, look, in *this* issue, at the coiffures on pages 61 and 72. They're just the sort of sleek, pretty, and dignified hair-dos we described in the last issue, for your type.

And last of all, for fashion points-of-view and for fun, read "The Old Lady Wears The Trousers" on page 134.... We'll have more for you in the issues to come.

Sincerely,
Vogue



Fragrantaire
HOUSE PERFUME

NEW CHARM FOR YOUR HOME Any one of these sixteen lovely Fragrantaire scents will add the delightful odor of a garden or forest to your house-beautiful this winter. If you take pride in your home, our illustrated folder, "The Art of Interior Perfuming," sent Free—Your satisfaction guaranteed or money refunded.

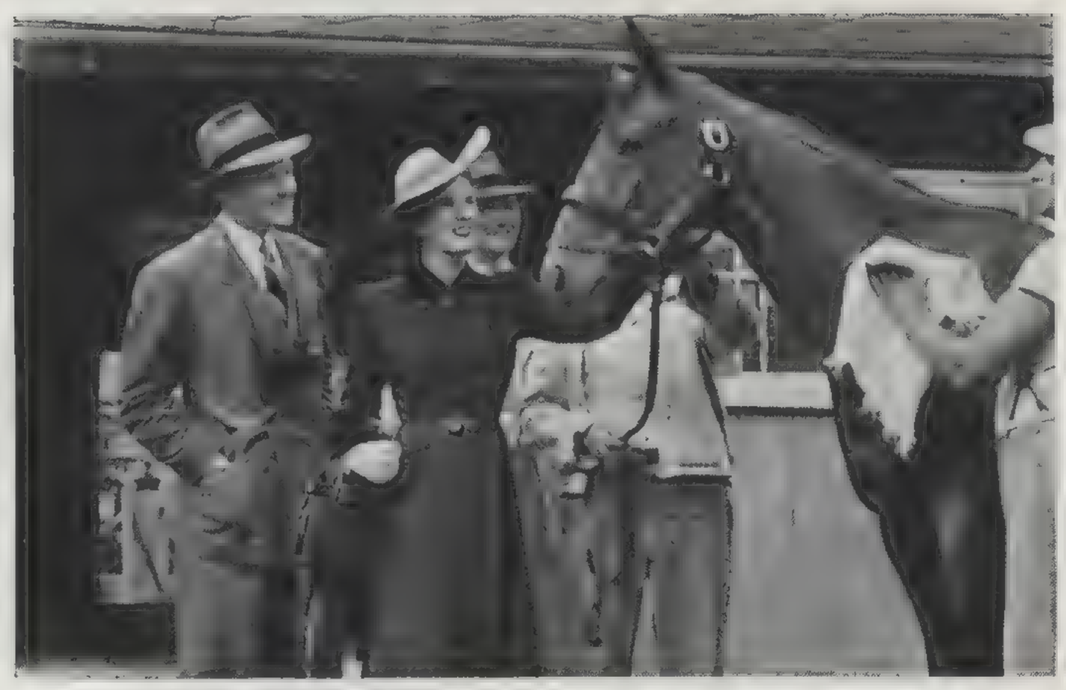
MAIL COUPON FOR TRIAL OFFER—$1.50 VALUE ONLY $1.00
Perfumer $1.00, 2 oz. of perfume 50c, both only $1.00 postpaid, or C. O. D. plus postage.

Fragrantaire Co., Dept. V-1, 381 Fourth Ave., New York, N. Y.
☐ I enclose $1.00. Send me 2 oz. bottle of perfume and Moderne or Vase Perfumer.
☐ Send C. O. D. ($1.00 plus postage.) Check choice of 16 odors.

Mountain Pine, Apple Blossom, Honeysuckle, Rock Garden, Narcissus, Sandalwood, Spice and Herbs, Carnation, Gardenia, Lavender, Bouquet, Oriental, Trefle, Chypre, Rose, Lilac

WOMEN WHO WANT "That New York Look"

wear dresses with this label



Long Island life is gay and carefree for Mrs. Woodward as she races across the open fields of Roslyn. She is wearing a country ensemble of parchment beige rabbit-hair jersey which also lines her tweed great-coat. "In the country, I always dress for it."

At Belmont Park, Mrs. Woodward stops to admire a two-year-old. Her formal "triple-button" coat of striped wool with tailored velvet collar covers a matching dress of lighter weight wool.

Mrs. William G. Woodward, Jr., popular young society beauty, chooses her fall wardrobe of New York Creations

●

FEW YOUNG WOMEN are better known for their ability to choose advance fashions destined to be "right," than lovely Mimi Woodward, whose natural beauty and vivacity delight the smart New York-Long Island set.

"Being one step ahead of the season is not just a case of lucky choices," explains Mrs. Woodward. "It's a matter of discriminate buying. Every woman owes it to herself to take the time to assemble her wardrobe. Nothing gives one greater confidence than knowing you have the *right* dress for each function. When I'm in town, in the country, at the races, traveling or at fashionable resorts, I want to look the part. That's why I always insist on New York Creations. I *know* they are the newest of the new—and they're always so beautifully cut and made."

The *latest* Fall dresses from New York—*where the new begins*—all bear the hallmark of the world's fashion capital. Always look for this label. It is your assurance of fashion rightness and quality. NEW YORK DRESS INSTITUTE, 1450 BROADWAY, NEW YORK.

For afternoon weddings in town, Mrs. Woodward has chosen this superbly cut, pencil-slim, sheer beige wool dress with antique gold fastening and pockets cleverly cut into the skirt.

The Woodwards join a group of friends for an evening at Pierre's. Her gown of cerise and mauve satin forecasts greater formality in its low décolleté and intricate skirt treatment.

In exclusive Locust Valley shop, famed for advanced fashions, Mrs. Woodward selects another New York Creation. She wears an attractive black crepe with petunia-pink yoke and matching jeweled buttons.

VOGUE Incorporating Vanity Fair
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:
AMERICAN, FRENCH, and BRITISH

EDNA WOOLMAN CHASE
Editor-in-Chief of the three Vogues
Mehemed Fehmy Agha
Art Director

AMERICAN VOGUE
Editorial and Advertising Offices
420 Lexington Ave., New York
Cables: Vonork, New York

STAFF EDITORS:
Jessica Daves, Managing Editor
Arthur Weiser, Art Editor

FASHIONS
Countess Willaumez
Barbara Cushing Mortimer
Sally Kirkland
FINE ARTS: Frank Crowninshield
FEATURES: Allene Talmey
SOCIETY: Margaret Case
BEAUTY:
Bettina Wilson, Fashion-Beauty
Madeleine Darling, Merchandise-Beauty
COPY: Marcelle McGuane
MERCHANDISE: Frederika Fox

BRITISH VOGUE
1 New Bond St., London, W. 1.
Elizabeth Penrose, Editor
Harry W. Yoxall, Managing Director

FRENCH VOGUE (temporarily suspended)
65 Ave. des Champs-Élysées, Paris
Michel de Brunhoff, Editor
Duchesse D'Ayen, Fashion Editor

SUBSCRIPTIONS
For the United States, Possessions, and members of the Pan American Postal Union, $5 a year, $8 for two years, in advance. For Canada, $1 additional per year for Tariff. For all other countries, $2.50 additional per year to cover postage. Single copies, 35c; in Canada, 40 cents.

CHANGE OF ADDRESS
Write to Greenwich, Connecticut. Four weeks' notice is required for a change of address or for a new subscription. In ordering a change, give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

COPYRIGHT
The entire contents of Vogue—text and illustrations—are protected by copyright in the United States and countries signatory to the Berne Convention and must not be reproduced without permission. Title Vogue registered in U. S. Patent Office. Vogue is manufactured in the U. S. A. by The Condé Nast Press.

THE CONDÉ NAST PUBLICATIONS, Inc.
Executive and Publishing Offices, Greenwich, Conn.
Condé Nast, President
F. L. Wurzburg, Vice-President
W. E. Beckerle, Treasurer
M. E. Moore, Secretary
F. F. Soule, Business Manager

VOGUE

incorporating VANITY FAIR

COPYRIGHT 1941, THE CONDÉ NAST PUBLICATIONS, INC.

October 1, 1941

AUTUMN SHOES

Vogue's-eye view of shoes....49
The chopine—newest shoe....50
Night foot, bright foot....66
Supported for life....67
They select these shoes....68–69
Shoes on the map....70–71
Shoe wardrobe for all walks of life....86–87
Four new shoe wardrobes....88–89
Shoes perennially yours....90–91
Family shoe-trees....100–101

THE WORLD OF FASHION

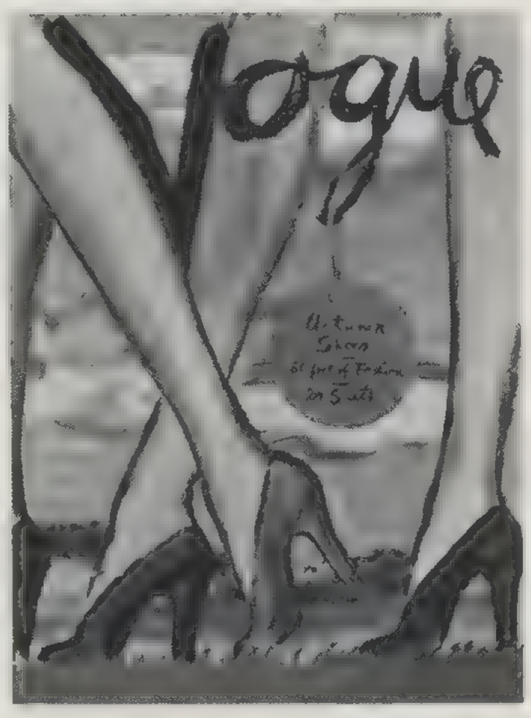
American Originals....51–59
Black lace coquetries....60–61
Rio rose greatcoat....63
Scene at Gourielli's....64–65
"28 Shop" in Chicago....72–73
Joan Leslie—under twenty....78
They live in jersey....80–81
The case of the coloured suit....82
Suit news, bright news....83–85
Full coats for a full season....92–93
Two-act plays—designs for dressmaking....102

PEOPLE AND IDEAS

It's all right being an old maid, *by Nancy Brown*..62
The women have the money, *by S. F. Porter*..74–75
Vogue's spot-light, *by Allene Talmey*....76–77
Drugstore forum, *by Maureen Daly*....79
The honourable scars of London, *by Cecil Beaton*....94–95
Bermuda, western war port, *by Toni Frissell*..96–99

SPECIAL DEPARTMENTS

The dog mode....28–30
School directory....32–34
Vogue's travelog....35
Vogue's address book....36–37
Shop-hound....38–43
Vogue covers the town....44
Gourmet's guide....48
Discoveries in beauty....105



Dedicated to the proposition that your feet can be as expressive as your hands, that they deserve to be beautifully dressed—this issue of Vogue. Symbolizing the light-treading walk of women all over America—the slim-ankled, well-shod feet on Eric's cover

GOURMET'S GUIDE

selected restaurants in and out of town

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

Junior Annex

Louise Junior, at 317 East Fifty-Third Street, is the young offspring of the famous Louise Restaurant on Fifty-Eighth Street. Both are owned and run by the same ample Italian woman, are staffed by members of her enormous family.

Louise Junior is more roomy than its parent restaurant, but has much the same warm, earthy quality, the same peasanty Italian dishes. You literally have to fast before and after a full dinner here. (For $1.25, you can begin with the inevitable antipasto, then soup, spaghetti, chicken *cacciatore*, salad, and dessert.)

The food is well prepared, the spaghetti is cooked *à point*, is never overdone and mealy, and the sauces are as good as any we've tasted outside of Milan.

It was a speakeasy

You probably remember the Caviar Restaurant back in Prohibition days when it was a West-side speakeasy. The legalized Caviar, at 18 East Forty-Ninth Street, has an entirely different atmosphere, plenty of room between tables, and a pleasantly moderate scale of prices. The very superior cuisine, however, remains unchanged by the years.

This is not only a convenient luncheon spot, it's right in the shopping district, but, also, being on a West-bound street, it's a good place to dine before the theatre. Be sure to try one of the specialties—smoked turkey lying on a bed of broccoli, all covered with the blandest and smoothest of au gratin sauces.

P. S. Another pleasant fact to note, in these days of failing cellars, is that the Caviar wine-card is still remarkably well filled.

NEW YORK CITY

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

RESTAURANT MARGUERY
270 Park Avenue WI 2-8494
High class French Cuisine
Most popular cocktail hour

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1. and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York.

CRILLON—277 Park Ave. (116 E. 48th St.) Famous for cuisine and cellar. Luncheon $1.15—Dinner from $1.75—Main Dining Room. In Cafe, Luncheon 95c—Dinner $1.25. Year 'Round air-conditioning.

THE CAVIAR—18 East 49th Street. Cuisine par excellence. Carefully selected cellar. Quiet, dignified atmosphere. Luncheon from 90c. Dinner from $1.50. Cocktail Hour. Air Conditioned. ELdorado 5-8998.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

SUSAN PALMER'S SEAFOOD & SALAD BAR
4 W. 49
Don't be deceived. It's a surprising English Tavern downstairs—never to be forgotten by those who find it.

CAFE ST. DENIS—11 East 53rd Street. EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Redecorated and enlarged.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district.

CHAMPS-ELYSEES
Le Restaurant Par Excellence. Cuisine Francaise. Famous for the special Champs-Elysées Dinner. Finest wines and liquors. 25 East 40th St. MU 4-8833.

RESTAURANTS—DINING

KENTUCKY SERVES A MEAL. Luncheon from 65c; Dinner from $1.25; Supper from 85c. Open Sun. (11:30 a.m.—8:30 p.m.) for breakfast & dinner. Elizabeth D. Reynolds, Inc., 160 E. 48th St. EL 5-6448.

CORTILE RESTAURANT—37 W. 43rd St.
Delicious luncheon 45c up—dinner 75c up. Cocktails in unusual atmosphere. Open 8 A.M.—9 P.M. Closed Sundays. Rosella will read your character. Air cooled.

THE HEARTHSTONE
15 East 48th Street, near 5th Avenue. PLaza 3-1434
Luncheon from 65c. Finest wines and liquors.
Dinner from $1.00. Open Sundays and holidays.

THE BAROQUE—14 East 53rd Street. Cuisine de Choix. Tantalizing Plat du Jour. Typical Baroque atmosphere. Luncheon — Cocktails — Dinner — a la carte—(moderate prices). ELdorado 5-4195.

BEVERLY, Lexington Ave., at 50th St. Luncheon from 75c. Dinner from $1. Also à la carte. Famous for Ham Steak Tropical—Sliced Chicken Mornay. Our cocktails mixed to please the most fastidious.

THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c, Dinner 75c to $1.25.

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.). Dinner $1.50. Also à la carte. Spivy sings nightly—continuous entertainment. Reservations, PLaza 3-1518.

THEODORE'S RESTAURANT—4 E. 56th St., N. Y. New York's outstanding French Restaurant. Slenderizing Luncheon. . . . Superb Dinner $1.50. Hot & Cold Buffet. Cocktails. Closed Sat., Sun. PL 3-6426.

DRURY LANE
47 E. 49th St. (Between Park and Madison) Luncheon. Cocktails. Dinner. Open Sundays. Town and country menus. Regional American dishes.

ZOE CHASE—115 E. 60th, N. Y. (RH 4-9280) Home-type food at its best. Quiet, friendly service in pleasant surroundings. Summer garden. Luncheon from 35c. Dinner from 85c. No liquor. Closed Sun.

POLISH RESTAURANT, 151 East 57th Street—Plaza 3-2816. Authentic cuisine & atmosphere. Luncheon 75c to $1.25; Dinner $1.25 to $2.50. Cocktail Lounge. No cover charge.

LAFAYETTE—9th St. at University Place
Renowned for French Cuisine since 1883. Prix-fixe luncheon and dinner; also à la carte. Fine wines. French café.

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Nat Brandwynne & Orch. Panchito & his Rhumba.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Val Ernie's orchestras. Continuous dancing till 4 A.M. Air conditioned.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Luncheon, dinner, and after theatre. Dancing—Entertainment. Cocktails in our Skyline Bar. Reservations—Phone PLaza 3-8887.

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way—1496 B'way at 43 d. Luncheon, cocktails, dinner, supper. Cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" & subtle Eddie Davis heads the show. 4 shows nightly. Continuous Dancing. "Should be visited at least once in every lifetime."

VOGUE'S GOURMET'S GUIDE will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

OUT-OF-TOWN

CALIFORNIA

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

CONNECTICUT

WHITE TURKEY INN. Route #7—4 miles No. of Danbury. Early American Atmosphere. Famous for Luncheons, Cocktails, Dinners. In New York City it's the White Turkey Town House, One University Place. Both open Sundays.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

LIME ROCK LODGE—Lime Rock. (On Rt. 112, off Rt. 7 or 41.) Excellent cuisine. Colorful rooms—choice liquors—outdoor eating—waterfalls. Lunch $1 up. Dinner $1.25 up. For a weekend or a week.

GEORGIA

HOTEL WARE COFFEE SHOP, Waycross, on U. S. Route #1. Reflecting the hospitality of the South. Known for good food. Open 6 A.M. to 10 P.M. Moderate prices. Recommended by Duncan Hines.

MASSACHUSETTS

COUNTRY FARE, Hingham
Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 to Plymouth and Cape Cod. Extraordinary!

THE HI-DA-WAY (Boston's nicest eating place) entirely air-conditioned. Open from 11 A.M. to 8 P.M. Selected luncheons from 50c, complete dinners from 85c. Closed Sundays. 3 Boylston Pl., Boston.

FIELDSTONES—Andover, Rt. 28. Enjoy delightfully prepared food in a rambling New England house. Charming, quaint, attractive. Luncheon or dinner or tea. Phone 1401.

LATHAM'S ON CAPE COD. Route 6, Brewster. An inn of rare charm, famous for its food, delightful guest rooms and home-like hospitality. Finest Vintage wines and liquors. Open until December first.

MEMORY LANE RESTAURANT. ON Boylston Place, Boston, near Colonial Theatre. Famous old Boston Families lived in this very house. Luncheons and dinners served 11 A.M.-8 P.M. Prices reasonable for quality of food served. Closed Sundays.

NEW JERSEY

HANS CHRISTIAN ANDERSEN—Paramus
Dine out this summer. Picturesque setting only 15 min. from Geo. Wash. Bridge. Route 4. Luncheon, dinner. Superb food, ingenious cocktails. Closed Mon.

NEW YORK—LONG ISLAND

BEAU SEJOUR, Bethpage. Off Route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

IF YOU ARE A CONNOISSEUR of food you will make a habit of referring to Vogue's Gourmet's Guide wherever you are. In it are listed twice each month restaurants, in and out of town, that will always satisfy the taste of the strictest gourmet.

Invitation

to permit us to relieve you of all the tiresome details of whatever function you are planning. Weddings, receptions, festivities of every description, exquisitely catered either in your home or at

THE *Sherry Netherland*
5th Ave. at 59th St.
Eugene Voit, Manager

Merle Oberon

in Alexander Korda's

"LYDIA"

★ *It creates a lovely new complexion*

★ *It helps conceal tiny complexion faults*

★ *It stays on for hours without re-powdering*

Pan-Cake Make-Up ...it gives glamour to your beauty

Today...tonight...you can look lovelier because Pan-Cake Make-Up instantly creates a beautiful new complexion, smooth as a pearl and flawless. Through the day or evening you'll always look attractive because it stays on for hours without re-powdering. Easy and quick to use, it's a find as a time-saver. Originated by *Max Factor Hollywood* for Technicolor pictures, Pan-Cake Make-Up is today's popular fashion.

Max Factor • Hollywood

Germaine Monteil
launches
Theatre Red
Scarlet luster for your lovely mouth . . .
dramatic under night lights
. . . original as all Monteil make-up.
germaine monteil
FACE POWDER

VOGUE'S-EYE VIEW OF THIS ISSUE OF SHOES

This year, in more ways than one, you will think on your feet. You will be up-and-about more in this most stirring of autumns. You will walk more, drive your car more, "stand on your own feet more."

Because this is an autumn of colour in clothes, you'll give more thought to your shoe wardrobe. You'll introduce more colour into your shoes. You'll relate your shoes more closely to your costume. You'll try more new feats of the cobbler's art—the chopine, for instance. You'll be more insistent that your shoes fit your purpose and purse. You'll put so much more thought on them, in fact, that Vogue, for the first time, devotes an issue to shoes.

American Originals

POLITICIANS may not understand this, but women will: this year's most beautiful American Collections are in no way incompatible with the seriousness of the times. Come what may, we will go on wearing clothes. The prettier the better—for the sake of our morale, and our men's. The sounder the better—for anything of lasting beauty will be doubly precious if stern rations come.

The designers of New York's great specialty shops have shown a magnificent grasp of this, in their new Collections. Though the times are askew, their sense of proportion isn't. There are clothes for the day's exigencies, and clothes for the evening's romances—all beautiful.

Defeatists may frown, muttering that this is no time for nonsense. But these clothes aren't nonsense. We can keep our chins up better under a new fur jabot. We can go more surefootedly in good shoes. We can face tomorrow better if tonight's dress is a dream of black lace. Vanity? Of course. But vanity is self-preservation carried to a fine point.

And so we applaud the quality and gaiety...and fun...in these new Collections. The new respect for Labour on clothes: the embroidery of wool, braid, beads, jet, sequins. The brilliant exploits of colour everywhere. The 5 P.M. glitter—more than ever before saw the waning light of day. The entire dresses of licorice bugle beads. The late-day décolletages low as evening ones—see sketch right. The mid-calf length skirts for mid-between evenings. All the frou-frou under chins. The jabots on skirts. The great velvet bows on day and evening skirts.

The new fur evening jackets hugging your body like a sweater. The pink camel's-hair evening cape edged with black fox. The Irene Castle dance dresses, tunics above narrow underslips. Daring slits in evening skirts. Elbow-high gauntlets of white galiak fur worn with a black wool coat. The passion for pink: petunia, cyclamen, cerise, American-beauty, flirt-pink. The black lace ruffs, muffs, fingerless mitts. Black tulle head-dresses screening your head like a beekeeper's netting. The backlog bracelet that breaks into five or six clips. And, lastly, that spectacular new chopine making an entrance on the opposite page.

EVENING NECK-LINE, DAY LENGTH for what-happens-next times. This black rayon crêpe dress is the greatest formality short of a long skirt. A satin jacket, sequin-trimmed, buttons over a low, low neck. Ostrich hat, long gloves. Gown and diamond necklace are Bergdorf Goodman Originals

OPPOSITE—Newest shoe is the chopine, designed by Mabel and Charles Julianelli. Naked satin sandal plus gold kid sock. Wear each separately, too. Taffeta dress. All; Saks-Fifth Avenue. (More on page 111)

PHOTOGRAPH BY RAWLINGS

Pencil Lines

BLACK SILK DAMASK: fabric news. News, too—green jersey shawl, jersey gloves, slit skirt

SOPHIE OF SAKS-FIFTH AVENUE designs for the Salon Moderne ...Superb short-jacket suits, with linings and blouses of the fabric used for men's sleeve-linings. Perfect little beige dresses for mink coats. Braid trimming or jet beading on black day dresses. Hip-hugging jackets above slim skirts.

Waist-lines that are a touch below natural. Corduroy suits with lamé or taffeta blouses. And much black with colour—tissue-paper blue, crimson-glory, persimmon-orange, mellow yellow, and that new pale pink with a new name—"Carnal."

STRIPED SATIN BLOUSE, to echo the jacket-lining—steal from men's linings. Black wool suit

SOPHIE OF SAKS-FIFTH AVENUE designs for the Salon Moderne ...Slinky dinner-dresses that are lavishly beaded or all aglitter with paillettes. High-waisted Regency dresses. Muffs of furs, ostrich, other feathers. Skirts with knee-high slits.

A camel's-hair evening cape dyed carnal-pink, edged with black fox. Stiff satin damask and brocade for evening dresses. Shoulder-high gloves in luscious colours, to contrast. And at the foot of all this, that new sensation, the chopine.

• All designs on these two pages at Saks-Fifth Avenue, Salon Moderne

RAWLINGS

PURE REGENCY—high-waisted, oval-necked—dress of black velvet and blue satin. Black satin gloves

FEATHERS ON FUR. Crimson ostrich ruff on a tight jacket of jet-black Persian lamb; crimson bow-knot. All above a black dinner-sheath

Skirt-Bows

JAY-THORPE ORIGINALS
...Bows on skirts. Like cerise velvet bow on black day dress above. Like black bow on the American-beauty velvet dress at left. Jabots, also, on slim skirts. Longish day jackets. Pencil-lines. Perilously low V necks. Bare Boldini shoulders. Quantities of grey and yellow.

Flirt-Pink

HATTIE CARNEGIE ORIGINALS ...Giddy colours. Shades of ruby. Purple—one called "Neon." Flirt-pink. Victory-blue. Persian-print jerseys. Spangly P.M. dresses. Licorice bugle beads. Irene Castle tunic-dress. Very Castilian—befringed taffetas

RAWLINGS

FLIRT-PINK AND BLACK—Pink tweed afternoon coat over an entire dress of glittering jet beads. Hat and muff of black fox; black suède gloves

EARRING HAT (left above)
Black velvet hat, bow-covered snood anchored with purple felt earrings

CROCHETED SHAWL AND GLOVES (left)
of flirt-pink wool, with yarn flowers.

• All models: Hattie Carnegie Originals

American Originals (Continued)

Draped Lines

THE HIP-TOP WAIST-LINE. Two tones of green mark a low waist on this dress—green silk jersey, draped to one side

HENRI BENDEL ORIGINALS: Peplums—many turning into bustles at the back (left). Shoulders at once wide and sloped. Bright day shades—emerald, mahogany-reds, chamois, rust.

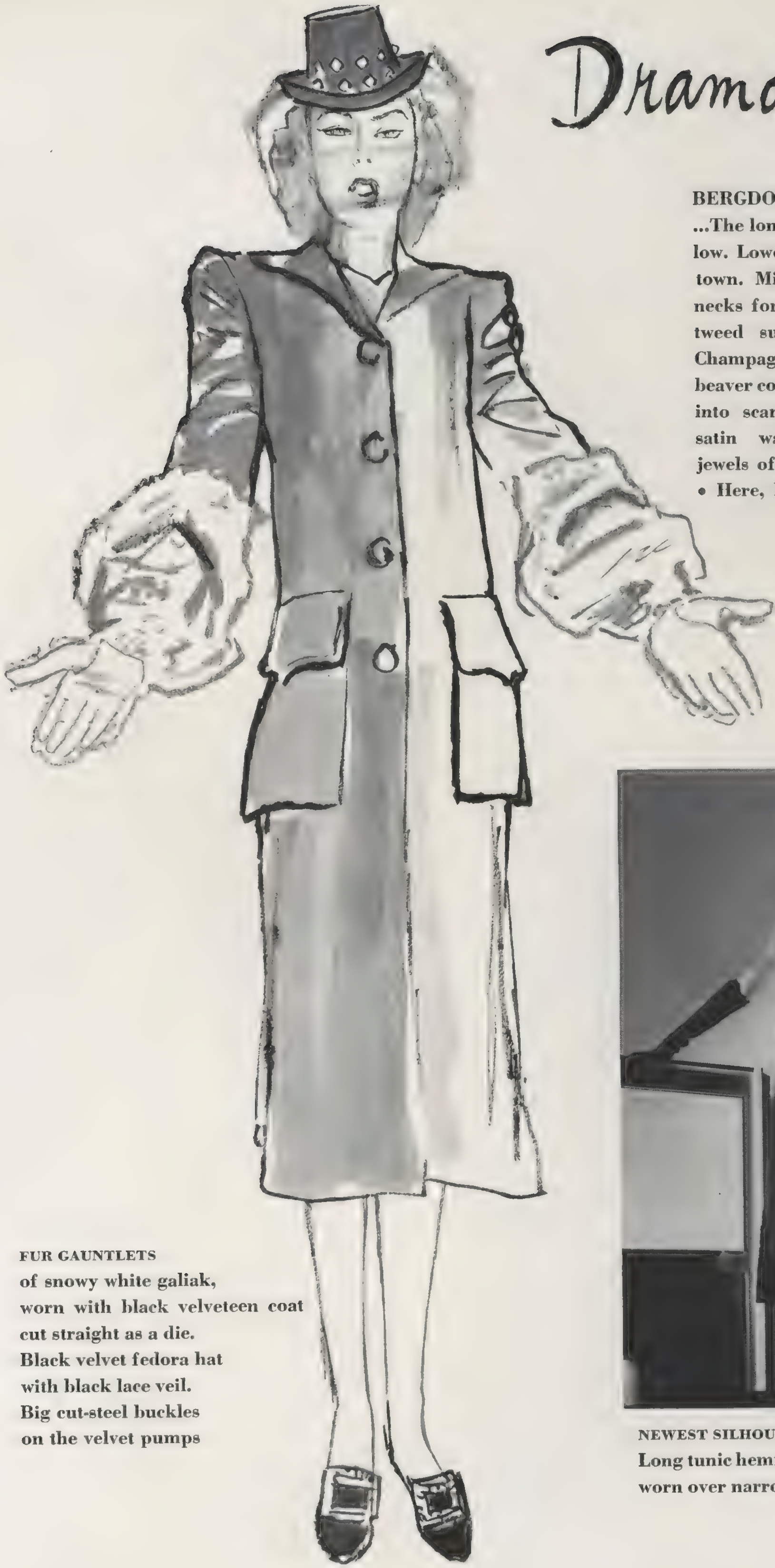
The hip-top waist-line. New matinée jackets—loose, boxy, full-sleeved. One of black lace with a pink tulle dress. Vamp dresses. A black paillette one, bare-backed, with separate long sleeves. Olive. Mahogany. Black with blue.

• Here, two Henri Bendel Originals.

THE PEPLUM-BUSTLE. A case of evolution—the peplum of a black crêpe dress swerves backward into a bona-fide bustle

Dramatic Lines

BERGDORF GOODMAN ORIGINALS.
...The longest tunic in town—see it below. Lowest V neck 5 P.M. dresses in town. Mid-calf skirts and low, wide necks for dinner. Brilliant weskits in tweed suits. Fabulous fisher coats. Champagne-toned coat-dresses with beaver collars. Evening trains that turn into scarfs. Louis XV. embroidered satin waistcoats. Imaginative new jewels of their own design.
• Here, Bergdorf Goodman originals



FUR GAUNTLETS
of snowy white galiak, worn with black velveteen coat cut straight as a die. Black velvet fedora hat with black lace veil. Big cut-steel buckles on the velvet pumps

RAWLINGS

NEWEST SILHOUETTE for 1941 evenings. Long tunic hemmed with black velvet and jet, worn over narrow underskirt. Velvet gloves

American Originals (Continued)

Tiers, Jet

MILGRIM ORIGINALS...Slim, tiered silhouettes. Gay linings in coats, such as Persian-pink in a grey coat. Fur yokes. Camel-driver belts. Arabian drapery at night. Opulent embroidery. Harem skirts. • Here, two of Milgrim's new originals

RAWLINGS

SEQUIN SKIRT like a Bedouin dancer's. Covered-up top of black taffeta. Dinner-hat of black sequins. Taffeta gloves

FOUR TIERS and pencil-lines on a black wool day suit. Collar, yoke, of Persian lamb. Black felt hat

Chin Lifters

BONWIT TELLER ORIGINALS.... Frou-frou under chins: jabots, ruffles, fur bibs. Mischievous back-kicks on evening-skirt hems. Much black lace. Silhouettes curving like an "S." Vamp-black dinner-dresses. Tassels. Jet. • Sketched here two Bonwit Teller Originals

JABOT of Persian lamb, muff of Persian lamb, on a black wool coat

CHIN-LIFTING collar on the dress decorates this collarless caracul jacket

BLACK LACE COQUETRIES

HORST

Black lace spins its wiles throughout the new Collections. Never has it been more delicately, frothily alluring. Above: Neckpiece and pillow-muff of Dognin Chantilly lace, pinned with sentimental pink roses; lace-cuffed gloves—enchantment with a black dinner-dress. Salon de Couture; Bonwit Teller. Upswept coiffure by Charles of the Ritz.

Opposite: Black Chantilly lace hat, mitts, handkerchief (to drop deliberately!)—coquetry with a black dinner-dress. At Saks-Fifth Avenue. All jewels: Tiffany and Company. And now, too, black lace has a perfume especially its own—it's Houbigant's "Chantilly"

It's All Right Being an Old Maid

because:

I have what is fought for—freedom.

I can dine on a tray.

My wide choice prevents second choice.

I have a good job.

Loneliness is better than boredom.

I can open the windows I want.

My beaux are grown up.

I can choose my own movies.

I know just the kind of husband I want.

I can turn off the baseball news.

I can see whom I like.

I wear funnier hats.

I know stocks and bonds aren't alike.

I can look budgets in the face.

First love isn't necessarily last love.

I can read in bed as long as I like.

I can afford to refuse.

Wives envy me.

I can use night curlers.

Men treat me as their mental equal.

I can lose the toothpaste cap.

I'll make a good wife.

I AM an old maid because I am aged thirty-six with no marriage in view. If I were living in the year 1841, I would be expressing the faded remnants of my femininity by twittering. Grey in the hair and my throat buttoned high, I would have ceased praying for a man and have started praying for the strength to live without one. If I needed money, I would be sewing for other people's children; and if I didn't, I would be vicariously gossiping about other people's lives. Resigned at last to a nun-like fate, I would be considering the purchase of a cat, a canary, and some jangly beads. When, if ever, a man asked himself to tea, I would be grateful.

But it's 1941, and I have plenty of friends, am good at my job, and I'm having a wonderful time. I realize I am living the most exciting years of my life. I'm young in body, mature in mind, and the world is mine. I have learned how to dress and am at the peak of my looks, which is at least an improvement on my tender, frowzy 'teens. I am self-possessed, and men are aware of the fact that I have not, as yet, found one of them fit for permanent loving; so when I ask them in for a drink, it is they who are grateful.

My married contemporaries are either settled, mother-of-three housewives, or unsettled, mother-of-two divorcées. The housewives are rather cosy, part their hair on the side, wear last year's clothes, have forgotten the sound of a male voice freshly in love, and, in spite of interests in their clubs and in entertaining their husband's friends, they are mainly preoccupied with the schooling and common colds of their young. The divorcées are merely unhappy imitations of myself, trying to imitate my life, and quickly catching up on all I know about independence. But they are still finding it hard to read an insurance policy.

Of course, I envy successfully married women, but I can never get used to the number of married women who envy me. They are jealous of my freedom in small things; of my seeing whom I want when I want. They say I have the time to do all the things duty prevents them from doing, such as getting in a car on a week-end and driving away; those sudden spontaneous parties that are always the most fun; those courses they mean to take in First Aid or English Literature; those concerts they mean to hear; those (Continued on page 133)

RIO ROSE GREATCOAT (opposite)

Warm colour—Rio Rose...warm coat—this bulky one of soft wool fleece, raglan-sleeved, double-breasted. And they combine to envelop you gratifyingly all through the brisk days of autumn. You might wear the coat as here—topping a grey wool dress. Or consider how glowing with purple wool. Carolyn Modes design; $39.95. At Arnold Constable; Best Apparel, Seattle; Mandel Brothers, Chicago. To wear with it—Elizabeth Arden's "Magenta" lipstick

RAWLINGS • CONDÉ NAST ENGRAVING

Prince and Princess Gourielli's fabulous new shop—a sort of glorified version of an Old-World apothecary shop—opened in New York on September 24 with a gala evening party for the benefit of United China Relief. Photographed in the Herb Room above, a moire dress; Jay-Thorpe original

Scene at

New York's elegant

Gourielli's

new apothecary shop

As masculine as it is feminine, Gourielli's shop compounds preparations to make women beautiful and men well-groomed. (Separate entrance for men.) Shown in the Gift Room above, a satin dress; Henri Bendel original. Jewels; Black, Starr and Gorham. (More about the shop on page 118)

DELMAN SHOES AT BERGDORF GOODMAN

HORST

Night foot, bright foot

If you want to be supported for Life

Walk in the path of the Indian.
Learn how to select the ideal shoe—
how to put your foot in it—
how to watch your steps, and why

Do give some constructive thought to the construction of your feet. Realize that each one is a miracle of engineering, a complicated structure of two arches and twenty-six bones—not to mention a lot of ligaments and muscles. The long arch is like a bridge, and is built along the same principle. It must be kept suspended and flexible, like all bridges, or it might fall.

Don't take a negative stand about your feet, or you're almost positive to have trouble with them. They're the foundation on which you stand, the wheels on which you run. If they're neglected or abused, they can become just as undesirable as a pair of flat tires.

Do remember that flat feet (or other foot troubles) are like flat tires, in that they are accompanied by general wear and tear, impaired speed, and bad disposition.

Do be as kind to your feet as you are to your more unfeeling possessions. You take such complex mechanisms as wrist-watches to the jeweller for a check-up. Why not take your feet to a doctor for a check-up?

Do remind yourself of the fact that though you develop your arches at about the same time you're developing your first set of teeth, you will never get a second set of arches. Sad thought, but true.

Do take warning from the lily-footed ladies of China. As the foot is bent the foot will grow.

Do study your footprints. Study them as carefully as Robinson Crusoe studied a footprint. They'll tell you whether or not you're walking correctly. Emulate the Indian, walking with your feet pointed straight ahead. Toe-ing out points the way to fallen arches.

Do realize that in order to walk in the proper footsteps you must wear the proper shoes.

Don't forget, when buying shoes, the adage, "If the shoe fits, wear it." Otherwise don't put it on—even though it may have your "size" written neatly inside it.

NIGHT FOOT—BRIGHT FOOT (opposite)

Seven new satin lady slippers—in hard-candy colours—Delman designed them, to wear with a simple, one-toned evening dress. All of the shoes, and the crushed-back, misty-blue evening gloves, are at Bergdorf Goodman. The lipstick, Schiaparelli's warm new "Sunrise," is there, too

Do insist that your shoe is neither too large nor too small, that the toe is wide enough for *your* toes, the heel snug enough for *your* heel. Be sure that the joint just below your large toe fits into the widest part of the shoe.

Don't wear the right shoe at the wrong time. A flippant affair of two straps and a towering heel is lovely on the dance floor. It is punishing (and justly so) for long hours of shopping or walking. Wear a medium or low heel with a broad base for such pursuits.

Do give thanks for the fact that modern shoes, with their walled or soft toes and "baby" lasts, give your toes room to move. That "bumper" toes and shoes with moccasin lines are also humane. That there are available, shoes with silk linings or no linings, and fine, flexible soles. That there are shoes with cushioned platform soles which act as shock-absorbers against the hard pavements. That the new elasticized materials "give" with your every motion. That many shoes are perforated, for ventilation.

Do supplement well-fitted shoes with stockings that are long enough and wide enough. Short stockings are as bad as short shoes, and may even cause ingrown toenails, or worse. So take them seriously.

Don't overburden your feet—either with too-heavy shoes or your own heft. Think of all the weight your two (comparatively) little feet must carry. Every pound of you! If you're too heavy, reduce. Take a load off your feet. Excess weight can cause flat feet.

Do learn to walk so straight and tall that you can balance a book on your head and be comfortable about it. Good posture is beneficial to your feet, and vice versa.

Don't forget that exercise will preserve the tone of the foot muscles, and that the exercises must be done *every* day, if they're to be of benefit. (Continued on page 127)

They Select...

Foundations of chic, chosen by six women with pretty feet and good taste; shown, here, on their owners

Mrs. H. Townsend B. Martin believes in repeating her shoe successes. She wears these white satin sandals copied from a beloved old French pair

Mrs. Carroll Boissevain, wearing the new-length dinner-skirt; sheer black stockings; faille pumps, gold kid appliqué

Custom-made for Gloria Swanson's pretty feet and slender ankles these black suède dinner-pumps—with a wide, elasticized ankle-band

Mrs. J. Ormond Lawson Johnston, who will tour the country lecturing for British War Relief wears these shoes for travelling. Brown crocodile with double tongues and a heel that's solid comfort

Mrs. Stanley Mortimer, junior, always includes in her shoe wardrobe one pair of kid afternoon pumps. These are black kid, high-heeled and trimmed with braided kid

HORST

Mrs. Herbert Weston, exponent of extreme hats and conservative shoes, trying on three new acquisitions. Black suède opera pumps.

Black kid pumps with lattice vamps.

Red calf moccasins, low-heeled.

She likes the latter so much, she also ordered them in black suède

AMERICAN FEET

put these shoes on the map

MAP BY RAND McNALLY, NEW YORK

THEY'RE favourites all across America — the shoes on these pages. Vogue selected them from a cavalcade of best-selling shoes designed by eighteen shoe companies. Shoes that you can buy, whatever city on the map is home to you. An American feat!

1. Companion to your town tweeds—a shoe of elasticized tan calfskin by Queen Quality.

2. There's no lessening of the love for opera pumps. Blue faille, calfskin. Rhythm Step.

3. Long-lived ghillie of black reversed calf and calfskin. Built-up heel. Red Cross shoe.

4. Look for more closed toes this season. Rust calf shoe; scuffless heel; by Paradise.

5. Dress up your feet, late in P.M.'s; black gabardine and "Lastex" shoe by Tweedie.

6. Ankles look fragile in a V-throat shoe of elasticized tan calfskin. Velvet Step shoe.

7. From nine to five, heels are likely to be low. Brown reversed calf. By Jacqueline.

8. Put a shine on this shoe, of polishable brown calfskin. Built-up heel. By Foot Rest.

9. A shoe for mileage, this busy autumn. Rust calfskin. A Gregory and Read shoe.

10. A sure-footed shoe for your hours of defense work. Antique-finish tan calfskin with a scuffless heel. This is a Foot Saver Skuffies.

11. As always, you'll love the rich texture of velvety black suède. A dress-to-the-occasion shoe; suède with "Lastex." Heel Latch shoe.

12. Follow the trail of the Indians—in shoes descended from a moccasin. Brown reversed calf and alligator-grained calf. Vitality shoe.

13. Mat black reversed calfskin, shiny black calfskin for a new ghillie. A Grayflex shoe.

14. A shoe in good standing for stadium, office, or shopping bouts. Elasticized tan calfskin; scuffless Pyraheel. Life Stride shoe.

15. Be light on your feet — in a featherweight shoe. Such as this — an opera pump of black suède and "Lastex," with black calfskin at toe and back. A Naturalizer shoe.

16. A foot-minimizing shoe of elasticized tan calfskin, with a folded tongue. DeLiso Deb.

17. Take a shine to polishable black shoes. A Kalmon pump of calfskin with "Lastex."

18. For country or campus — monk's shoe of rust calfskin. Scuffless heel. Air Step shoe.

RAWLINGS

RAWLINGS

"28 SHOP" IN CHICAGO

WITH the brief, Anglo-Saxon name "28 Shop," Marshall Field of Chicago have christened a fabulous new shop-within-a-shop—a setting for original designs and de luxe fashions. The name "28" stems, curious ones, from the address of the nearest entrance on East Washington Street, and from the prodigal supply of 28 fitting-rooms.

Designer of the new shop is Joseph B. Platt, Decorating Consultant for *House & Garden*, and designer (to mention but one achievement) of the sets for "Gone with the Wind." On the walls and drawing-boards here, you see some of his sketches for the shop—a *décor* blending modern and eighteenth century, in tones of beige, gold, turquoise.

And on the two girls in these photographs, you see two new original dresses from the shop...a shop which includes originals in everything from hats to shoes—the complete, intensely individual type of dressing in the French tradition.

This page: Dinner-dress of black rayon jersey, side-tied with velvet bows, worn with a green jacket

Opposite: Rayon jersey dinner-dress combining bright shades of red and pink...and a black velvet midriff
• Original Designs at Marshall Field. Jewels from Black Starr, and Gorham

The Women have the Money

An economic primer for amateurs by the brilliant young woman who is the financial columnist of the New York Post—S. F. Porter

You know, a fallacy that we've permitted to go unchallenged because of innocence or indifference is that men control the wealth and finances of America. Actually, though, we have the men backed off the United States map. Women control more than 70 per cent. of America's wealth. (The total is $210,000,000,000, a figure so immense as to be comprehensible only to star-gazers.) Women hold 65 per cent. of bank savings accounts; 40 per cent. of all real estate; 22 per cent. of all stocks in the possession of U. S. citizens.

And when it comes to spending money, the men just aren't in the same class. Women buy 67 per cent. of all the consumer goods sold in the United States, spend at the rate of $1,000 a second! We purchase 90 per cent. of all the food; even 95 per cent. of the furniture; 75 per cent. of the clothing (at least, this is the way the figures stand as this goes to press).

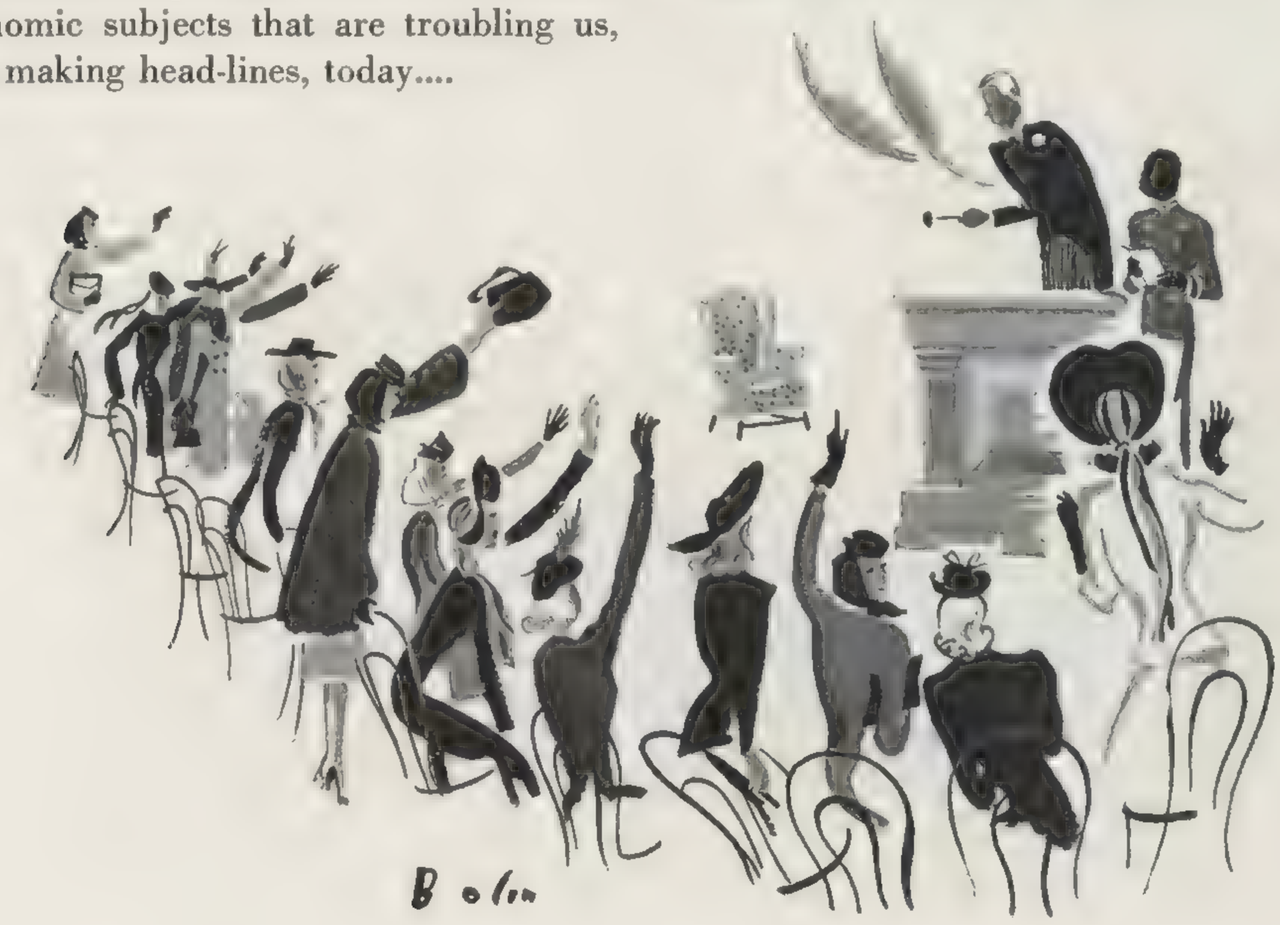
So let's skip lightly over a few of the economic subjects that are troubling us, and making head-lines, today....

Inflation. At the risk of irritating the economists who dote on unintelligible explanations, let's define inflation as an extraordinarily great and extraordinarily rapid advance in the prices of goods we must buy to live. Extraordinary is an important word, for, in periods of inflation, price increases always are severe, widespread, and terribly hard to meet on an unvarying income.

Is inflation here now? That's a question upon which the financial authorities have split open, and if you ask your men friends, you'll probably find 50 per cent. of them will shout "yes!" and 50 per cent. "no!" But there's no denying that prices are rising these days—wholesale prices in the United States are at the highest level in eleven years. One trouble is that the supplies of goods we want are being slashed drastically because our industries today are concentrating on national defense.

You know what happens at an auction sale when ten women start bidding for five antique chairs!

Another inflation stimulant is that the demand for ordinary goods is mounting because the defense program has given employment to millions, extra dollars to wage-earners in every community.



And then there's more money circulating in this country now than ever before, because we bought so much gold from Europe during the '30's, and because first the Government poured billions of dollars into relief and now it's pouring billions into war materials. The cash flowing in and out of our pocketbooks and across the counters of our stores today tops $9,000,000,000, twice the amount that was in circulation during the prosperity year of 1929.

Take (1) a limited supply. Add (2) an expanding demand. Add (3) a lot of cash around.

Mix well, and you'll have a dangerous rise in the cost of living unless the Government takes drastic steps to hold down prices and unless we help by buying carefully, by putting our extra cash into the Government's new Defense Bonds, by using substitutes for scarce articles, by cutting out instalment purchasing.

And one of the major ways to avert inflation is to see that our Government pays for national defense properly.

National Defense. The Government is now spending more than $42,000,000 a day, more than $15,500,000,000 a year on national defense. And gigantic though

these totals are, they'll be increased again and again over the coming months.

If your family ever has been hit by a sudden expense, you recognize the tight position the Government is in! Perhaps you met the family crisis by digging into your savings account. Or perhaps so heavy was the unforeseen blow, that you went out and borrowed some money.

Magnify that personal experience by a million times, and you'll have an idea of how our Treasury officials feel at this moment. And there are just two ways in which the Treasury can pay for our stupendous defense program without undermining our country's entire economic structure in the process.

Those two ways are: (1) taxing America's 131,000,000 citizens to the limit, and (2) borrowing billions of dollars from you and me and our neighbours.

Taxation. Our tax contributions covered only 32 per cent. of the special expenditures of the first World War. The Government raised $21,500,000,000—the balance—by Liberty Loan campaigns.

We'll spend more on defense during the next few years than we spent on the 1917-18 war. And the Treasury will have

to meet more of the defense costs out of taxes. In fact, Secretary of the Treasury Henry Morgenthau, junior, says he wants our tax payments to take care of 66⅔ per cent. of the defense expenditures.

This year, 16,000,000 of us filled out tax blanks for the Federal Government. In 1942, that number will be even higher. And if you think the taxes you paid this year were burdensome, wait until your husband breaks the news to you about 1942's bill.

But all of us should be happy to make this sacrifice, for it means we're doing our bit for the economic—as well as the military—defense of America.

By the way, if you're not already buying them, look into those tax anticipation notes the Treasury started selling August 1. You can buy these notes in denominations as low as $25 at any time, and then you can use them to pay 1942's income taxes.

Suppose this evening you and your husband figure out your next year's approximate tax bill and then you go to your local bank and buy $25 or $50 of these notes. You'll get interest on them, and you'll be saving at regular intervals for your March 15 tax payment. If you do that, you'll not be scrambling for the extra cash at the last minute!

Borrowing. Do you remember the posters, picturing either an evil-appearing Hun or a bedraggled Belgian child or a helpless Mother, and then the captions underneath "BUY LIBERTY BONDS"? Do you remember the parades led by your mayor?

Of course you do, for 80,000,000 of us alive today lived through the great Liberty Bond drives.

Well, once again, we're having a Government bond drive. This one is called the Defense Bond sale, and it's just as important as the last one.

There's a Defense Bond to meet the pocketbooks of every one, and it would be a grand idea for the Government, and for us, if women would use them to build up family savings accounts. You can buy an $18.75 "Series E" bond, for instance, turn it in to the Treasury in ten years, and get $25 for it. (That represents an annual income of 2.9 per cent., a better interest return than you can get anywhere on a security of comparable value.) Or you can buy a $74 "Series F" bond, turn it in in twelve years for $100. Or you can buy a "Series G" bond at $100, and every year for the next twelve years you will receive a Treasury cheque for $2.50. (You can cash any one of these bonds, at a month's notice or less, from two to six months after you buy it.)

Everyone agrees that these are wonderful bonds. And when we buy them, we're doing much more than just helping our Treasury pay for defense. We're help-

ing to hold down prices, too, for by putting our extra cash into bonds we're automatically cutting down on the amount of money we have available to spend on scarce luxuries. And, equally vital, we're creating savings accounts to use when the emergency is over.

The whole economic picture ties in so neatly with our pocketbooks, our homes. Inflation and war, taxation and Defense Bonds—all are interrelated, and all are basic forces that will be vitally affected by what we do with the money we control.

A Billion. That word, billion, keeps on cropping up. (It always seems to when you're talking about Government finance, for a Congressman speaks about a billion as easily as we talk about five dollars.)

Maybe at times you've wondered just how big is a billion dollars. It's a trickily simple word, just a thousand millions, but —if you had a billion dollars and you started to count it at the rate of $100 a minute, 48 hours a week, it would take you more than 66 years to finish the counting!

Impressive, isn't it?

National Debt. Talking about billions naturally leads us to the national debt—another subject which invariably sets off a tug-of-war between the economists.

The direct debt of our Government today tops $50,000,000,000. Of course, that's an all-time high figure. It's the biggest debt any nation ever has owed. It's twice the debt the United States carried at the peak of the World War.

It's so huge, actually, that the figure is meaningless. But although only a few years ago, economists were staring with horrified eyes at the debt upswing, no one seems to be worrying much about it these days. And here are the reasons why their shouts have fallen to whispers.

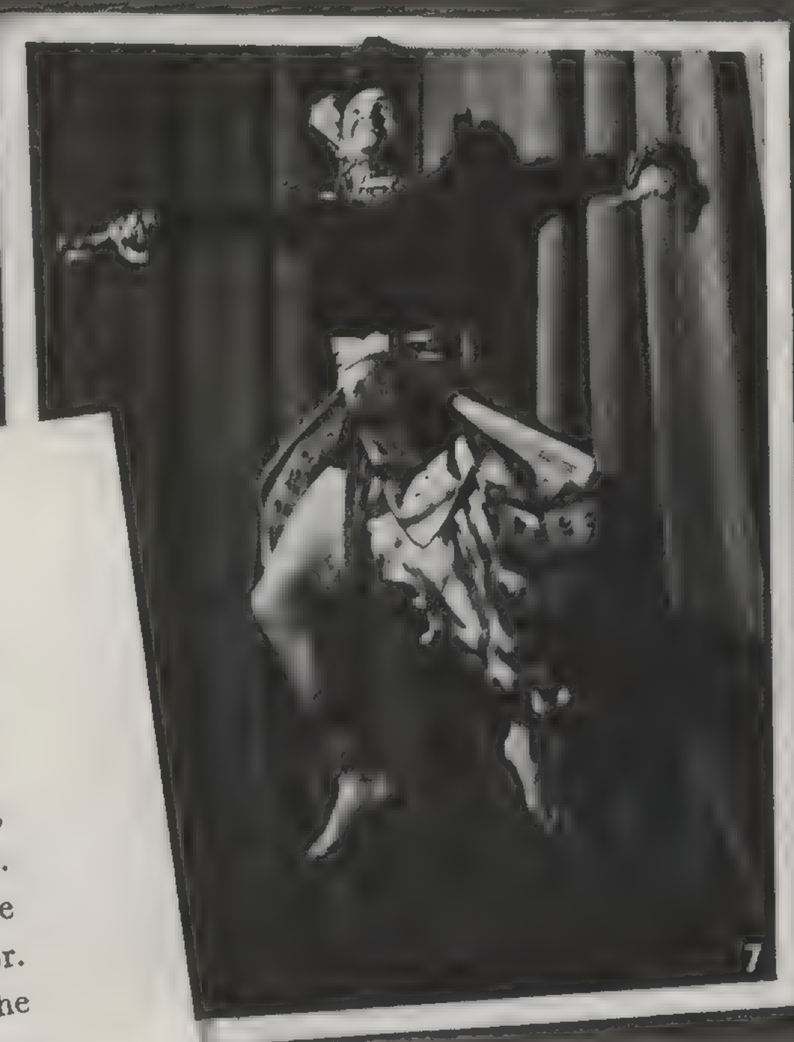
First, you and I aren't questioning the ability of our Government to carry its debt, no matter how stupendous it is. And our national debt will be dangerous only when we fear our Government's integrity, only when we refuse to lend it more money because we don't trust its stability.

Second, this year we'll have a national income in excess of $85,000,000,000. And the United States is the only major nation that still has a national income in excess of its debt.

And third, everybody admits the justification for building debt now, for the Treasury is borrowing money to strengthen America's defenses.

Foreign Trade. America's foreign trade touches us no matter where we live and what we do. Since the war broke out, our trade with the British Empire has soared; our relations with Continental Europe have dwindled to insignificance.

Now, instead of French imports, we're buying more domestically-designed clothes made of domestically-produced materials. (Continued on page 112)



1. Thomas Kernan, who wrote *France on Berlin Time*—a brilliant account of the Nazi carpet-baggers in Paris—and William Shirer, who wrote *Berlin Diary*, that brilliant, fact-packed sneer.

2. Nostradamus, the sixteenth-century prophet, whose prophecies are now current conversation.

3. Billy de Wolfe, who looks like a handsome monkey—newest and most amusing impersonator.

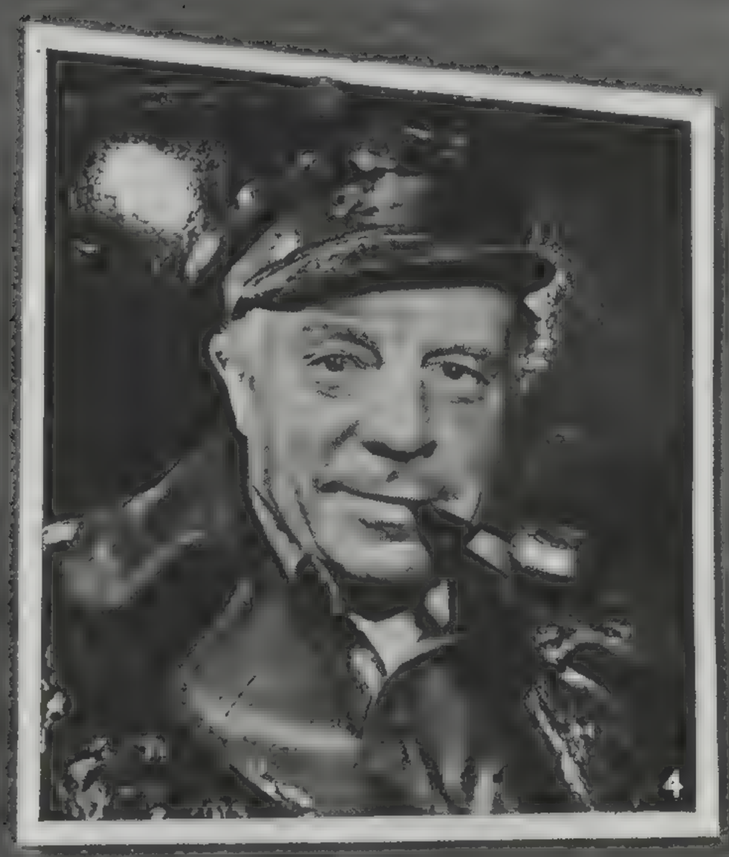
4. Edmund Gwenn, the superb star of "The Wookey," the first pounding war play of the season.

5. Rosemary Lane in "Best Foot Forward," the season's first musical—all filled with youngsters.

6. Yella Pessl, foremost woman harpsichordist, has broadcast Bach two hundred times this year.

7. Belle Rosette, the amazing Trinidad dancer and Calypso singer, who is to do West Indian dances at the Modern Museum's Coffee Concerts.

8. H. Allen Smith, author of *Low Man on a Totem Pole*—the first fresh humorist in ages.



VOGUE'S SPOT-LIGHT

BY ALLENE TALMEY

THESE are our current conversation moulds. These are some of the faces that influence our minds and our pleasures in autumn, 1941. Of vital importance to us are two books—accounts of Germany and of France.

William Shirer's *Berlin Diary* has been a serious conversation piece, a stimulus to the thoughtful ever since its publication on June 10. Shirer is a little, gentle, round man who is busy now in his broadcasts fitting the jagged pieces of American politics into the jig-saw of events he saw in Europe. Day in and day out in Germany for the last few years, he has been immediately digesting, analysing, and interpreting news events and then broadcasting them to the United States—but the Nazi censors always cut out the meat and the fat. That meat and fat were too nourishing for non-Nazis. That meat and fat Shirer thriftily saved to make into a fine, factual book—*Berlin Diary*.

Equally vital is *France on Berlin Time*, by Thomas Kernan. This is an "inside story" of how the Germans have now blanketed Occupied France; of the curious miasma that lay over France during its year and a half participation in the war. Among its more fascinating stories is that of the fate of French Vogue, of which Mr. Kernan was managing director, from 1937 to 1940—when the war stopped all publications. The Germans banned French Vogue and put out an imitation of their own—substituting for the taste of the Vogue editors, the taste of *collaborationiste* editors.

The cat-and-mouse method, the tease, was played on Mr. Kernan when he tried to get permission to resume publishing. On his return from Bordeaux, where he had been doing Red Cross work, he found that the Vogue offices had been rifled, the safe opened, its documents placed under seal; the photographic studio busy taking propaganda pictures, with the Vogue staff forbidden to enter. Hoping to get Vogue started again, mainly to keep its employees alive, Mr. Kernan found that he had to meet a long list of conditions, to shuffle between officials, talk endlessly to the *Feldpolizei* men. Then while the Germans teased Mr. Kernan, an unimportant pre-war magazine, *Art et la Mode*, came out dressed to the teeth, and its editor confided to every one that "she had the mission of replacing Vogue."

IN ITS fun moments these days, New York is sampling the terrifying little impersonations of a new young man, Billy de Wolfe, who is dark, supple, and has a face that he stretches like "Lastex." In his one-man act, he mimics old ladies, and chorus girls, and monsters, and does a complete review of the show at one of those "Pal Joey" small-time night-clubs. (When he did his "Frankenstein" (Continued on page 117)

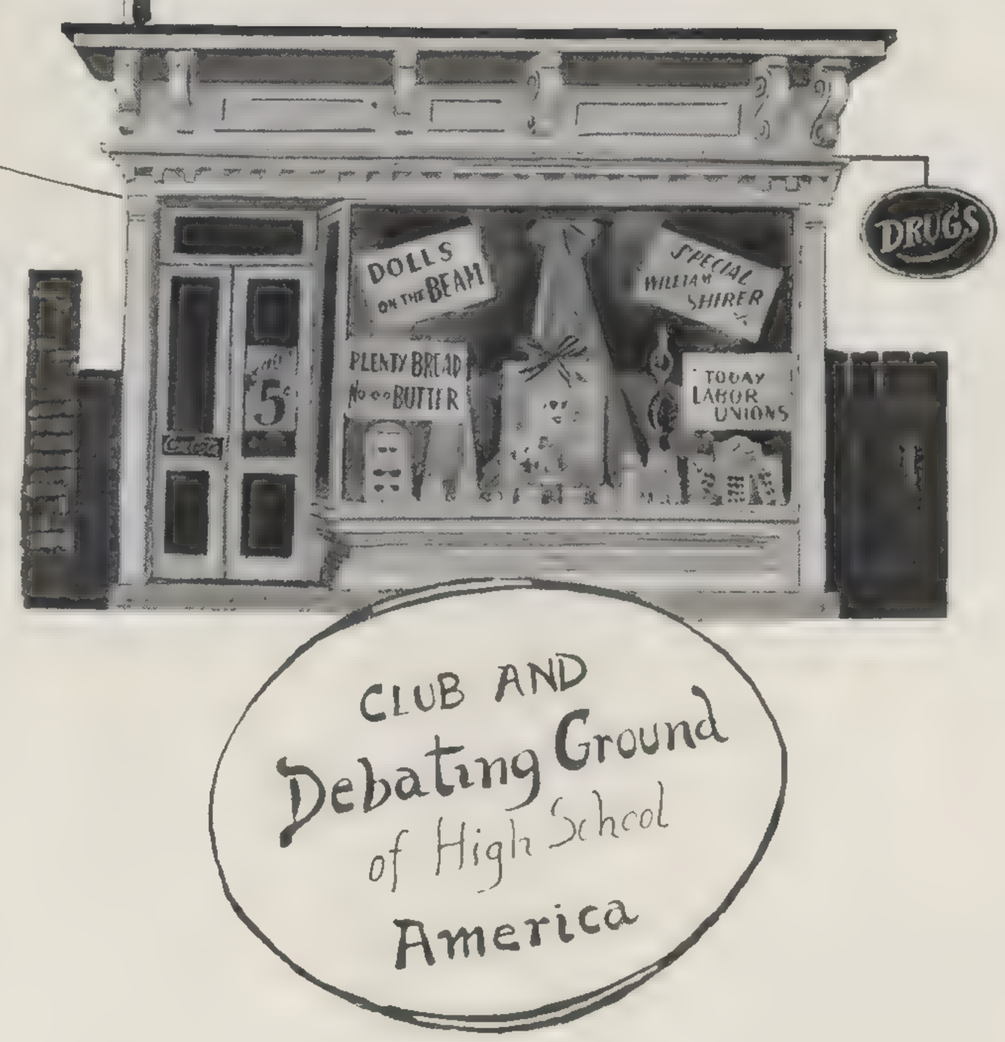
HORST

Under twenty... Joan Leslie, screen ingénue; the off-screen dress

AMERICANA:

DRUGSTORE FORUM

by Maureen Daly



[Editor's Note: *Twenty-year-old Maureen Daly won the Dodd, Mead $1,200 Fellowship, this summer, with her first novel,* Seventeenth Summer. *Two years ago, one of her stories appeared in a book of collected short stories, and Vogue published her photograph—"a promising young writer." Recently, in a letter of thanks to Vogue "for the encouragement....you gave me," she announced the news of the award and said, modestly, "When I submitted the book (to Dodd, Mead) I enclosed a copy of the Vogue picture just to impress them a bit, and evidently it did." Vogue, however, gives full credit to her writing.*]

If Fifth Columnists wished to discover the innermost ambitions and schemes of a great part of American youth, if a Gallup pollist were adding up the pro-and-con opinions of many of our future citizens, they would need only to tap in on the conversational line around any drugstore table. Here, uninhibited by teachers or by parental censure, talk runs free. Here the present war is refought, move by move, with a youthful strategy, guided by the opinions and reports of William Shirer and Raymond Gram Swing. Here Roosevelt, the draft, aid to Russia, and Lana Turner are discussed in detail.

American youth is well informed. It is well read, and the radio is its second mind. Long free from the gag of convention—"children should be seen, not heard"—it finds its voice to haggle over every problem, from whom to take to the spring dances to the troubles of the coastal labour unions. The American drugstore with its freedom and companionship is a testing ground for adolescent minds new at expressing opinions; new at reasoning and philosophizing about life. And having once crashed the circle of the drugstore "400," it is necessary to be "on the beam" to stick.

Young high-school America could never reach maturity without corner drugstores. They are its social clubs, its political centres, and its début stages. Many a girl who has passed with honours in the classroom may fail the test of the drugstore. Along with the first tube of lipstick, and the first long silk stockings, goes the dramatic first visit to the high-school hangout. It is like walking the gauntlet to pass between the booths or tables of supercritical adolescent eyes skilled in picking out "dolls," "drips," and "margies."

To an adult, with dulled and casual insight, it means nothing to see a group of boys in football sweaters or short gabardine trench coats, standing together in front of a drugstore or on a Main Street corner. To those versed in the intrigues and vagaries of high-school social life, this is a group to be dreaded—the Gestapo of the locker-room, the fast-talking stool-pigeons of the hall and classroom, the demigods of the social whirl. These are the "checkers." It is their self-appointed business to "check" on all new material as it comes of age, to pick out the Junior and, occasionally, the Sophomore girls who pass the prettiness and smoothness tests and show promise of being "on the beam."

Besides acting as talent scouts, it is also one of their duties to check on the old material—to note who is having cokes with whom these days and to report all violations on the part of those girls who are reputedly going steady. Verbal reports are circulated daily, and all girls not approved by the checkers are promptly classed as "dolls" or "drips," as the case may be. Most serious catastrophe is to be so inconspicuous as not to rate any classification at all.

It is with this eagle-eyed group of checkers that much of the apt high-school lingo originated. "Just checking" includes all activities from having a coke date one's self to making the rounds of drugstore, theatre, and park to investigate the activities of contemporary "joes" and "margies." The phrase, "You look just like Margie," of comic-strip origin, is now an unadulterated compliment to any girl, carrying with it implications of prettiness and smoothness. Those boys especially (Continued on page 126)

UNDER TWENTY—JOAN LESLIE (opposite)

Very much "on the beam" as far as America's young crowd is concerned, is sixteen-year-old Joan Leslie, now in the movie "Sergeant York"; to play soon in "The Male Animal." The dress—white Celanese rayon jersey; knitted bouclé top, gilt-embroidered. $19.95. With it goes a gilt snood; white gloves. Best

THEY LIVE *in* JERSEY

A SPECIAL welcome—in this year of welcome-back fashions—to the little Chanel-type of wool jersey dress, a fashion too good to be forgotten.

The 1941 versions on these pages have all the remembered virtues of their 1924 predecessors. Good lines that manage an outrageous degree of flattery. The grace implicit in wool jersey. A discreet elegance that invites the addition of your furs, your jewels, your dramatic hats.

And—1941 news—these wool jerseys all have details of formality in their own right. Studs or sequin collar or lamé belt. Not too much glitter for late daylight—enough for after dark.

Right, top photograph: A neck-band of gilt sequins, a gilt leather belt on a dress of brown wool jersey, rayon-backed. The bodice is tucked, for softness; the full sleeves make your torso look slimmer. A dress with no age limits. $39.95. Bonwit Teller; I. Magnin. Jeanne Tête beaver hat; Bonwit Teller

Right: A two-piece dress that produces the impression of a suit, tailored of black wool jersey. Sometimes you'll wear it with the pink jersey gilet that snaps inside the neck-line; sometimes you'll leave the gilet off and add your jewels. Coin buttons fasten it. $22.95; Altman; Kaufmann's, Pittsburgh

Left: Wool jersey for America's beloved shirt-waist dress, so becoming to one and all, so happily at home in any surroundings. Heller's soldier-blue wool jersey, fastened with aquamarine colour stone studs. $25. From Grace Ashley; I. Magnin. Make this a monotone costume by adding all-blue accessories

Left, lower photograph: Sulphur-beige wool jersey, rayon-backed, for a dress that takes full advantage of jersey's sculptural quality. The bodice crosses softly; the sleeves start from a deep armhole; the belt is gold lamé. $35. Bonnet-brimmed hat of brown antelope. At Lord and Taylor; Neiman-Marcus

Below: Wool jersey for a tunic-dress—the sort of tunic-dress that appears to take inches off your hips, years off your age, and add cubits to your stature. Black jersey, rayon-backed, with lime jersey piping. $29.95. The hat is a forward-slanted velvet snood springing from a black felt skullcap. Best

VOGUE STUDIOS—HONEYMAN

If someone should ask,
"Where were you the autumn of 1941?"
You should be able to answer—
"In a coloured suit"

THE case of the coloured suit begins with an arrest ...that of your eye. The motive is clear enough... your love of colour, and fashion's new love of it. This year, a good coloured suit, no less than a good black one, can be the backlog of your whole wardrobe. And this year, paradoxically enough, colour will be easier to wear than black. So if you don't feel quite up to 1941 black's exacting drama, look, without alibi, to colour... and choose your own accessories-after-the-fact. There is really no mystery at all to the case of the coloured suit. *Who done it?* Why, you did!

If you have a passion for pink. Yield to the impulse, and buy a suit that's visible a block away. Perhaps that fine, bright petunia-pink suit on page 83. It can be your extra or your mainstay—its very simplicity is non-boring. Daytimes, add a bright dark blue hat and gloves. For a P.M. rendezvous—a silver fox muff, fox-trimmed plum turban, plum gloves and shoes. This winter, put it under black furs—sealskin or Persian lamb, say—and add black accessories. Or choose a pink suit with a shadow-check in purple. In town—have for accomplices a plum velvet hat, plum gloves. Out of town—black tweed hat and bag, black wool gloves, black reversed calf shoes.

If you love gold. Acquire a gold wool suit. Perhaps a very simple one, as on page 84. You'll top it with just about any fur—right now, you might twine an Alaska Sealskin stole around it, and have all your accessories in the fur colour. You'd wear it to the country with a brown snood-hat, brown felt bag, smooth-leather shoes.

Perhaps you'll save up gold for late in the day. A softer gold wool suit, with gold velvet appliqué, a gold velvet hat, and your brown furs. Or a short gold wool cape, making a suit-costume with a black dress.

If green is your colour. The adventurous thing to do is wear green from head to heel: hat, suit, bag, gloves, shoes—and sheer green stockings. If you're of a more conservative mind, have a green suit and team with it brown or black accessories. Green, obligingly, is one colour compatible with black or brown or beige or grey furs. See the green suit on page 85, worn with broadtail. Once in a while, carry a bright red bag. Once in a while, wear white gloves and a hat with white feathers on it. Once in a while, try a yellow blouse with it. Or a cyclamen handkerchief in your pocket, or a hat of magenta wool fringe. For late afternoon, mull over that green velveteen suit, opposite, with a swathing hat.

If you're happiest in red. Consider a vermilion suit-like-a-dress, with an ocelot hat and black suède shoes and gloves as accomplices. Or a scarlet suit with an ocelot dickey. Or let your red suit have a surprise-witness blouse—in turquoise-blue, or sulphur-yellow, or pink. Or you might match the lining of your suit to a plaid taffeta blouse—say a bold dark green and red one.

Perhaps you'll choose a tomato-red suit with a royal-blue lining, royal-blue pouch and gloves. On alternate days—a grey Persian lamb muff and grey Persian lamb on a scarf-draped hat. Or you might look on the wine suit, and wear all-wine with it.

If you decide purple is the solution. You may, very well, this year—whether you're young or not-so-young. Let it be a fairly formal suit, like the one on page 84—with purple velvet trimming. Try it with a black hat, black fur muff, black gloves. Or discover the charms of all-purple—purple hat, plum shoes and gloves. Now and then, tuck a fuchsia plaid scarf in the neck of your suit. And when you want to make it really special, wear aquamarine jewels (not necessarily real) and a hat with aquamarine feathers.

The plot thickens—two and three colours mixed. Probe into a more involved colour scheme—if you're sure of your eye. Test a pale blue tweed jacket over a rust skirt, as on page 84. Combine a black jacket, grey skirt, and pale blue weskit. Dare a yellow jacket over a fuchsia skirt. (See opposite page.) Top a navy-blue skirt with a brick-red jacket.

Don't overlook navy-blue in your quest. Young and refreshing for a late winter afternoon is a navy-blue wool suit with tiny collar and cuffs of white ermine. As fetching as your white-piqué trimmed spring suit—and you know how 1941 testifies for ermine. Don't let beige escape your attention. Brighten a little beige suit with a vivid waistcoat; add your beaver or mink coat. Or—for a new twist to the plot—wear it with poison-green gloves.

We rest our case.

Suit News

MAUVE AND PURPLE CHECKS for a wool cardigan suit —one of the new brilliant suits for autumn in town. Purple silk blouse; purple velvet hat. Hattie Carnegie

MUSTARD JACKET, FUCHSIA SKIRT—triumphant new colour twosome far from reticent. Hattie Carnegie; I. Magnin. Opossum's good with this 1941 combination

PETUNIA-PINK SUIT of Hockanum wool, after five alternate to black dress. Lord and Taylor. Add fox muff and hat from Madame Pauline; plum shoes

GREEN VELVETEEN SUIT, for formal afternoons. Age need be no object. With it, natural baum-marten hat, muff. Saks-Fifth Avenue. Add green suède pumps

Suit News;

TWO TONES OF PURPLE for a wool and velvet 5 P.M. suit. Anthony Blotta original. Persian lamb hat; suède gloves, also bejewelled. All: Bonwit Teller

BRICK-RED JACKET, BROWN SKIRT—for a Buster Brown wool suit. Enormous beret of Matara-brown Alaska Sealskin. All from Bonwit Teller; I. Magnin

RAWLINGS

PALE BLUE JACKET, RUST SKIRT—a metropolitan tweed suit that could commute, too. Turban of printed wool repeating the same colours. Hattie Carnegie; I. Magnin

• All jewels: Mermod-Jaccard-King, St. Louis

YELLOW-GOLD TWEED SUIT by Jaeger, cut with the simplicity bright suits demand; Lord and Taylor. Tiny hat of Safari-brown Alaska Sealskin; Madame Pauline

Bright News

BRIGHT MUSTARD SUIT of Hockanum tweed, with a nice neck-line for scarf and/or jewels. Altman. Dress it up with mink addenda; moss-green shoes

VERMILION SUIT-LIKE-A-DRESS of wool jersey, draped softly and tied at the waist. Add the off-face pill-box of ocelot; black gloves, shoes. Saks-Fifth Avenue

TOMATO-RED WOOL SUIT touched with blue—blue buttons, blue lining showing through the slit shoulders and pockets. Hattie Carnegie; I. Magnin

SPRUCE-GREEN SUIT of Hockanum wool jersey, with tucks to idealize anyone's figure—regardless of age. Black broadtail hat and muff. Saks-Fifth Avenue

• All jewels: Mermod-Jaccard-King, St. Louis

Eric

Shoe Wardrobe for all Walks of Life

A philosophy of shoes

If you ever feel inclined to belittle the importance of your shoes to your *tout ensemble*, watch a man's eye appraising a woman. You will never again doubt that your costume continues past the hem-line. Every shoe you wear should have two virtues: becomingness, and a definite relation to the rest of your costume. The handsomest tweeds look ludicrous tottering above spike heels. A sophisticated afternoon dress can seem dowdy if the shoes with it are too informal and tailored-looking. Slacks lose their whole sense of proportion unless the heels worn with them are low as a man's. Shoes have an etiquette all their own; they have a code of behaviour worth learning and respecting.

If the shoe fits . . .

A foot is practically never well-shod by accident. It's a matter of planning, of building up a shoe wardrobe with the same time and taste you spend on the rest of your clothes. The *number* of shoes you have is no criterion. To be worth its shoe-leather, a shoe must fit...fit your life, your activities, your colour schemes and types of clothes...not to mention fitting your feet and purse. Choose each pair carefully. Don't duplicate types unless you mean to splurge. Know where the rightness of one type stops and another begins. Understand the degree of informality of a built-up leather heel, the time and place for flat heels; sandals; kidskin; saddle stitching; reptiles; flaring bows, colour.

Footing the bills . . .

Whether you are to have five pairs of shoes or fifty, there is still a time to be lavish and a time to conserve. It may be wise, even thrifty, to spend $25 for one pair of shoes and $5 for another. The $25 pair can more than repay you, if you judge them realistically on every count. Do they fit your feet? Will they give you marathon wear? How many outfits will they go with? Will you adore them every step of the way? Then $25 is a sound investment, and one that you will often thank yourself for making. On the other hand, $5—or even less—may be enough to pay for that odd shoe that only teams with one costume, or the gay little play-shoe which isn't going to have to face city-pavement-pounding.

A plan of procedure

Some women build their entire shoe wardrobes on a colour scheme ...the luxe one opposite is all in tones of brown. But whether you intend to be prodigal or parsimonious, have a definite plan. On the next two pages, we show you four shoe wardrobes for four different pocketbooks. If you didn't have a shoe to your name now, you could adapt any one of those plans and have a perfect wardrobe this autumn. But, naturally, you have shoes from other years to rely upon. Open your closet. Take inventory. If there are skeletons, give them away. The shoe you never wear ...like the dress, the suit...is the most expensive one. Have only shoes that you need, like, depend on. Begin this autumn—on the right foundation.

Brown shoe wardrobe (opposite)

From out-of-bed till home-to-bed—all her shoes are brown, or shades thereof. Brown—to go with the new champagne tones; with bright shades; with black.

• IN HER HAND: Her play-shoe by Joyce —of a new, softly suèded cowhide in putty-beige. Lord and Taylor.

• ON HER SHOE-TRUNK: First—tailored town Oxfords of tan calf. Florsheim. Second: Dinner-shoes of bronze kid, with platform soles. Saks-Fifth Avenue.

• ON THE FLOOR: Far left—her country Oxfords of Cordovan-coloured calfskin, by British Walker. Bonwit Teller. Second: Low-heeled sandals—of champagne satin. I. Miller; Neiman-Marcus. Third: Her town-into-country moccasin-Oxfords of polishable rust calfskin. These are Collegebred shoes; Stern's. Fourth: Satin mules; dyed champagne-beige. Daniel Green slippers; at Stern's. Fifth: Mink pompons on her brown suède afternoon pumps. From I. Miller. Sixth: Dancing sandals of brown satin and gold kid. Lo Presti shoes; Altman.

• Aguilar-Ramirez tailored closets

Four New Shoe Wardrobes

Four-shoe wardrobe – about $35

A start-from-scratch shoe wardrobe—covering many occasions for astoundingly few dollars.

1. Slipper (or play-shoe) of scarlet Valencia kidskin, by Joyce. $4.95; Lord and Taylor.
2. Town or country shoe of light brown suède and rust-coloured calfskin. The built-up heel is a solid-comfort, no-nonsense height. Random shoe by Stetson; $10.95. Lord and Taylor has it.
3. Suave opera pump of black suède with "Lastex"; faille disk. $10.95. A Florsheim design.
4. For late afternoon or dinner—black velveteen shoe with an open heel and glints of gold kid on platform and ornament. A Carlisle shoe; $9.95 at Lord and Taylor.

Eight-shoe wardrobe – around $100

Not a maximum—but a pretty generous allowance even for ardent shoe fanciers.

5. Fireside shoe of red velvet, perfect for dinner. Joyce shoe; $4.95. Altman.
6. Blue bengaline slipper, by Daniel Green. $2.50; Stern Brothers.
7. Black-cherry calfskin brogue, by Arnold Authentic. $10.95; Best.
8. Make a pet out of rich black alligator lizard. A tailored, walking pump for a town suit; easy-going heel. It's $14.75 at Andrew Geller.
9. With your soft afternoon dress, your mink coat—a beautiful feather-weight opera pump of brown suède. $28.50; Henri Bendel.
10. Black kid afternoon sandal, by Pandora. $14.75; Stern Brothers.
11. Black velveteen pump. Newton Elkin; $12.95. Lord and Taylor.
12. Strapped dancing sandal of emerald-green satin. $22.75; Milgrim.

Six-shoe wardrobe – under $50

If you have all these shoe types, you can be smartly shod for any occasion.

13. Travel or at-home slipper of royal-blue crushed velvet on a wine-red sole. Pli-Mode shoe; $2.45. Arnold Constable has this.
14. Saddle-stitched rust calfskin moccasin; Du Flex sole. About $5; Macy's.
15. You'll want at least one pair of polishable brown shoes For your town tweeds—a rust-coloured calfskin monk's shoe by Laird Schober; $8.95. Arnold Constable.
16. Black suède with "Lastex" shoe; stand-up tongue. $8.95. By Walk-Over.
17. Late-afternoon or dinner sandal of black suède, with the low heel many women have grown to love. $13.95; I. Miller.
18. Fuchsia, purple, green satin sandal. Carlisle; $8.95. Lord and Taylor.

Three-shoe wardrobe – about $20

A young—and satisfactory—minimum.

19. Wedged black velvet evening slipper by Joyce. For négligé; dinner dirndl. $3.95; Altman.
20. Brown calf moccasin; $8.95. Shoecraft.
21. P.M. or cinema shoe; black suède. $8.95. Avonette shoe at Saks-Fifth Avenue.

Four shoe wardrobe
Eight shoe wardrobe
Six shoe wardrobe
Three shoe wardrobe
4
12
3
11
10
18
9
17
8
16
15
21
14
20
13
19
Bolin

Perennially Yours

Here are designs you've made classic by asking for them year after year. Small wonder—for they serve you adaptably, tastefully, comfortably. There may be minor changes from one season to the next—often these are technical perfections—but the beloved pattern goes on and on

Palter DeLiso's birthday party for three of the shoes women ask for year after year, at Bonwit Teller. Three-year-old: bow-knot sandal of silver kid; it goes from chaise-longue to ballroom. Six-year-old: flat-heeled, T-strap Mary Jane; here with a new baby-shoe last, of black suède (also at O'Connor and Goldberg). Four-year-old: tan calf opera pump, friend of town tweeds (also at Marshall Field)

THE LOAFER—TWO YEARS OLD

THE MEXI-COOLEE—FIVE YEARS OLD

THE KILTIE—EIGHT YEARS OLD

THE GHILLIE—THREE YEARS OLD

THE MOCCASIN—FOUR YEARS OLD

THE VALKYRIE—FIVE YEARS OLD

THE TANGO PUMP—SEVEN YEARS OLD

THE ZEPHYR—TEN YEARS OLD

THE POMPON SHOE—SIXTY YEARS OLD

KARGER

THE LOAFER—the two-year-old that fits easily into the active life of women all over America. (It's copied from the men.) Shinable tan calf. Nettleton Loafer; Altman

THE GHILLIE—beloved because it's supremely sturdy, yet wonderfully light-weight and supple. Here, it's of tan calfskin with a "Bootmaker" finish. At Lord and Taylor

THE MOCCASIN—four years ago this very design started a whole trend towards this easy-footed kind of shoe. This citified version is of black suède. Henri Bendel has it

THE MEXI-COOLEE—first of all the play-shoes that bridge the gap between sports shoes and sneakers. Joyce makes this of butterscotch-coloured calf. At Lord and Taylor

THE VALKYRIE—first to have walled toes, broad-based heels on soft town shoes. So gently made it's at home on practically any foot. Here, it's black suède. Saks-Fifth Avenue

THE TANGO PUMP—answer to the women who couldn't find an opera pump that didn't pinch. This traditional one's of seamless black patent leather. Arnold Constable

THE KILTIE—near-synonym for country-tweed companion. Fringe-tongued, polishable light brown calf; built-up leather heel. It's an Arnold Authentic shoe; from Best

THE ZEPHYR—its moulded lines have flattered many a foot during the last decade. First, it had elastic goring. This new version's black suède with "Lastex." From I. Miller

THE POMPON SHOE—back after sixty years. Your grandmother wore it; so will you. Black satin dinner-shoes were news then; are news now. By Newton Elkin. Marshall Field

Photographed in front of a British-American Ambulance—new full coats. First: The new fur-lined coat that's completely reversible. Beige Hockanum wool on the outside. Inside, Safari-brown Alaska Sealskin. Vera Maxwell design. Beret of the sealskin; shoes of brown suède. All; Lord and Taylor. Second: The new bulky coat, cinched at the waist. Taupe wool, with super-dolman sleeves, deep-cut. Milgrim; Carson Pirie Scott; Neiman-Marcus

FULL COATS FOR

TONI FRISSELL

A FULL SEASON

Two most recent versions of that 1924 comeback—the wrap-around coat. First: A black wool coat wrapped and held with a gigantic frog fastener. Significant—the bulky, easy-shouldered look; the red facing and cuffs that simulate a lining. Black suède pumps by Delman. Bergdorf Goodman. Second: A blue wool coat, nutria-collared, wrapped and held by your hand. Madame Suzy's felt-and-nutria hat. Sommers suède shoes. All: Jay-Thorpe

THE HONOURABLE SCARS

BLOOMSBURY SQUARE—"A UNION JACK IS VALIANTLY HOISTED . . . IN THE REMAINS"

CECIL BEATON

OF LONDON . . *by Cecil Beaton*

The dusty ruins of buildings that generations admired and loved— the result of bombing that destroyed "ten Wren churches . . in one night"

THE *Luftwaffe* has an eye for good architecture. The number of ancient and beautiful buildings destroyed in London is astonishingly high. There seems to have been an especial desire to obliterate the plans of the great architects, Wren, Nash, and Gibbs, to shatter the carvings of Grinling Gibbons, the painted ceilings of Sir James Thornhill, the sculptures of Roubillac, and the work of countless anonymous, but nonetheless exquisite craftsmen of the seventeenth century.

Ten Wren churches went in one night; the Jacobean Charter-house and the fabulous roof of Westminster Hall have been burnt. St. Paul's has suffered, and St. Bride's Church in Fleet Street is now gutted. The Bow bells of St. Mary le Bow and the orange and lemon bells of St. Clement's have crashed to silence, and the lovely oasis that was the Temple is now a modern Pompeii. Its Middle Temple Hall, where the man Shakespeare performed "Twelfth Night" for the first time to Queen Elizabeth, is now a piteous sight.

Dickens' world of chop-houses and book-shops around Ave Maria Lane and Paternoster Row is lost to us. The graceful arcs of the Regency Crescents in Regent's Park have been broken. Even such obscure targets as Hogarth's house at Chiswick, the Observatory at Greenwich, the attic where Dr. Johnson compiled his dictionary, and the little Chelsea church where Henry James was buried have all been singled out.

It is tragic how many of the things in London for which we hold an especial love have suffered. A crime has been committed that history will neither forgive nor forget. The pity is more that, by taking the initiative in indiscriminate bombing, an unnecessary and incidental addition has been created to the legitimate horrors of war. Although a large number of women and children have become maimed, are now without hands or feet, or even eyes, for the rest of their lives, miracle though it is, comparatively few lives have been lost in this destruction; negligible damage of military importance has been achieved.

The effect upon morale must certainly be entirely different from that which was hoped for by our enemy. This vandal desecration has only succeeded in emphasizing certain admirable British characteristics. It has increased in each heart a (Continued on page 120)

THE WALL OF ST. PAUL'S—"SHAPES FULL OF BITTER SIGNIFICANCE"

PATERNOSTER ROW—"DICKENS' WORLD . . . IS LOST TO US"

PARK CRESCENT—"THE GRACEFUL REGENCY ARCS ARE BROKEN"

TONI FRISSELL

A BRITISH OFFICER PRESENTS ARMS

The coral islands of Bermuda, where motors were once banned, are now loud with dredges, circled with warships, full of men like this officer, who wears the tropic uniform of the British Army

BERMUDA WESTERN WAR PORT NOW

British, Dutch, and Free French forces... U. S. soldiers and sailors... on duty at this vital Atlantic base

By Toni Frissell

BERMUDA is now a mass of uniforms. In Hamilton, Front Street is crowded with soldiers and sailors: Cameron Highlanders, in khaki uniforms and tam-o'-shanters; English sailors, in white shorts, with the names of their ships blacked out on the bands tied neatly around their little round caps; white-capped U. S. sailors; Dutch seamen; and bearded Free French.

Between five and eight o'clock, each afternoon, the "liberty boats" pull up along the waterfront, great barges filled with U. S. sailors. The harbour swarms with U. S. Navy launches and the bustle of arriving steamships. Suddenly, in the middle of Front Street, or on the balcony of the "21 Club," where all the officers go in the afternoon, you see a face you had thought was a thousand miles away. For Bermuda is now the meeting-place of the world, the link between the Americas and Europe.

It is also a place of sudden departures—"Here today—gone tomorrow," and then perhaps back again, with luck! Many a wartime romance has started here in the last few months: sudden weddings; sudden orders that the groom—a member of the Royal Air Force, a volunteer from an armed merchant ship, or an officer from the Cameron Highlanders—must depart, sometimes after only a three-day honeymoon. The war seems very close here, where one is surrounded by men who have seen active service—but even American brides come here to be married. There was a wedding of two Americans at Castle Harbour recently. The groom had no time to return to the States to be married, so the wedding took place at Colonel Strong's house, and the Colonel gave the bride away.

Bermuda is still a honeymoon island, but it is no longer a mere playground. All the women, almost without exception, now do some kind of war-work. One of the best organizations is the new Service Club at the Hamilton Hotel, started in four days (to get anything going used to take months!) and opened on May 22 by a group of American residents, headed by Mr. Wendell Anderson, Mr. and Mrs. Robertson Ward, Mr. and Mrs. Lyle B. Torrey, and Mr. and Mrs. Bertram Work. Here our sailors, the British, Canadians, Free French, Australians, and New Zealanders come to get food, write letters, play games, drink soft drinks at the food counter—and beer at the bar (the beer license was specially granted by the Bermuda Government in four days, instead of the usual, easy-going, twenty-one).

Major Eric Maude, R.A., reviewing colonial troops

A trumpeter of the Bermuda militia sounds the retreat

Continued on the next two pages

Two afternoons each week, there is a dance. Many of the young girls and women from the American Colony, as well as the English and Bermudians, work here, serving the boys food, playing games, dancing with them. Every dance afternoon there is a jitterbug contest, with a little silver cup for the winner. About fifteen hundred men attend each day, and it has been a godsend to a town where men on leave didn't have enough to do. The boys obviously love this club and come back and back.

Mrs. Robertson Ward, whose husband is chairman of the operating committee, comes every afternoon to work. She is known to the boys as "Red," on account of her auburn hair. When the Free French arrived at the club and saw a Union Jack, and an American flag, they were disappointed to see no flag of their own. So Mrs. Ward made them a flag designed from their enamel pins—a flag consisting of the Cross of Lorraine on a blue background, which has been officially adopted by General Charles DeGaulle.

Mrs. Ward and her husband have also organized swim-picnics for the U. S. sailors. Headed by Mrs. William T. Preston, who brings half a dozen girls along to entertain the boys, the group goes to Flatts Inlet near the Aquarium.

Another club favourite is Mrs. Horace Pearman, a Bermudian whom the boys call "Mother." She has a pretty daughter, known as "Sister," and has taken four English boys, especially, under her wing. They come regularly to the Club, and, when they are ashore, she opens her house to them. She gives them supper and puts up cots for them in her living-room, since their shore leave, unlike our Navy leave, extends to six in the morning.

Down the street from the Hamilton is the Canadian Maple Leaf, a club which was (Continued on page 122)

Mrs. Robertson Ward, an American resident and one of the Club founders, with two of the many Free French sailors and their flag

Some of the many British censors, leaving the Princess Hotel at the lunch hour. (The censors all work here, live at the Bermudiana)

Sunday nights, in the British Naval Recreation Rooms, British sailors gather on the porch and sing their favourite, "Wish Me Luck"—"Wish me luck as you wave me goodbye, With a cheer, not a tear, make it gay"

Claudia Darrow, with some of the U. S. soldiers. A well-known character (the soldiers call her "Aunt Claudia"), she is the post-mistress, and runs Waterlot Inn, just below the U. S. Army camp

U. S. sailors, coming up to Hamilton Cay—on these "liberty boats" they come into Hamilton, between five and eight, every afternoon

Out to see the sights, in one of the old carriages honeymooners loved to use, are three U. S. sailors and a Cameron Highlander

TONI FRISSELL

Mrs. Horace Pearman, with British and U. S. sailors on a tandem—they call her "Mother"

Above: One of the soft-voiced Bermuda Negroes. Right: Miss Phyllis Preston and Major Clem Hill, one of the Queen's Own Cameron Highlanders

Family Shoe—

1

2

3

4

5

6

7

For Tweed Suits

You have a new tweed suit. You want shoes in character. Heels to walk miles on. Easy lasts. Leathers to wear and wear. Here—seven choices: some for town, some for country, some for both. **1.** To go with tweeds in town, a pump of brown suède with lizard toe and heel. Andrew Geller **2.** To put colour at your feet, wine-red calf pumps, the colour of autumn maple leaves. Franklin Simon **3.** You'll want at least one pair of polishable brown calf shoes—like these. Walk-Over **4.** Seven ounces only—the weight of this tan calf and "Lastex" shoe. Layer leather heel, new kind of welt sole. A Peacock shoe at De Pinna **5.** Polish and polish, please, these tan calf step-ins. They have comfortable moccasin lines, walled toes, layer-leather heels. Modern Miss shoe **6.** Wedge-sole Oxford of tan saddle leather—firm footing for town or country tweeds. I. Miller **7.** Buckled monk shoe of crushed kidskin, with a mannish walking heel. An L. B. Evans shoe

Trees

VOGUE STUDIOS—GREEN

1

2

3

4

5

6

7

For Soft Suits

You have a new soft town suit—perhaps soft wool or velvet or broadcloth. You want shoes in character. Heels either high or low. Leathers fine and flexible. Here—seven new choices. Take one or all. **1.** Ideal pump for soft suit or dress, black suède with a neat bow, a low heel. Franklin Simon **2.** Have an elegantly moulded, high-heeled shoe of kidskin—like this one. Pandora shoe; Stern's **3.** High-cut, high-heeled pump of suède and "Lastex"—with a touch of lizard. By Shoecraft **4.** The V-throat—flatterer to insteps—on a black suède step-in woven with "Lastex" and banded with black braid. Matrix shoe at Bloomingdale's **5.** Ideal with velveteen costumes—a faille-trimmed shoe of black suède and "Lastex." Connie shoe **6.** Black suède with a pleated faille cummerbund. Pretty foundation for a black faille or taffeta suit, with sheer black stockings. A Fashion Plate shoe **7.** Black gabardine pump, faille bow—nice with a faille suit. A Carmo shoe; at Arnold Constable

RAWLINGS

Two-Act Plays

Designs for dressmaking

MAKE up your own two-act costumes—or, if you're dubious about your own amateur standing, call in a professional, your little dressmaker.

That simple little jacket-blouse—you see it here performing for both evening and matinée. It's photographed made of black velvet. By day, it stars with a short skirt to match; makes its appearance tea-dancing or at "don't-dress" dinners. By night, it stars with a long skirt of scarlet faille; makes a dramatic entrance at formal dinners, theatre, supper-dancing.

And the change of scenery doesn't end there. Both day and evening skirts can pair off with other blouses and jacket in your wardrobe. The jacket can be cast for rôles with other pretty skirts.

Good theatre, too—the new lines of these three "Easy-to-Make" pieces. The hug-me-tight silhouette and the fetching heart-shaped neck-line of the jacket. The unpressed pleats of the dirndl-like day skirt. The backward flare of the evening skirt.

Left, above: Hug-me-tight jacket-blouse, here of black velvet. Design No. 9216, "Easy-to-Make." Dirndl-skirt for day, also of black velvet. Design No. 9187, "Easy-to-Make." Alternate construction ideas: blouse of deep green faille, the skirt of deep green velvet

Left: The same jacket of black velvet—photographed here with an evening skirt of scarlet faille. Design No. 9156, "Easy-to-Make." If you decide to have the jacket of dark green faille, then you might make the evening skirt of russety-brown velvet

• For back views and sizes, see page 112

Elizabeth

Magenta

The exquisite highlight of
Elizabeth Arden's newest Make-up Harmony.
Wear it with all the new Wine Shades!
Beige! Grey! White! Black!

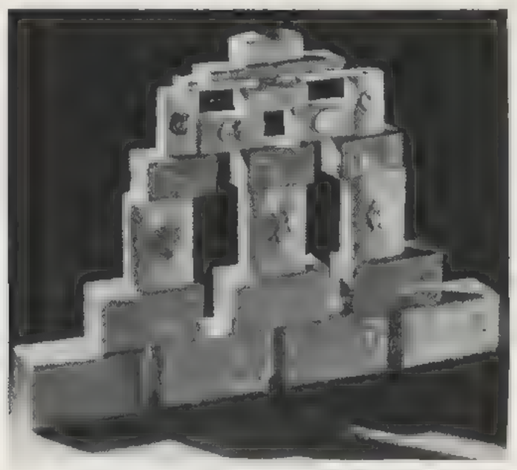
Magenta Harmony Box	3.50
Magenta Lipstick	1.50, 2.00
Magenta Rouge	1.25, 1.75
Magenta Nail Polish	.75
All-Day Foundation (Rose Rachel)	1.00
or Lille de France (Rose Rachel)	2.00
Eye Sha-do — over lash (Bleu Lavande)	1.25
Eye Sha-do — under brow (French Grey)	1.25
Illusion Powder (Mat Foncé)	1.75, 3.00
Cameo Powder (Lysetta)	1.75, 3.00
Cosmetique — waterproof (Black)	1.50

Arden

691 FIFTH AVENUE · NEW YORK

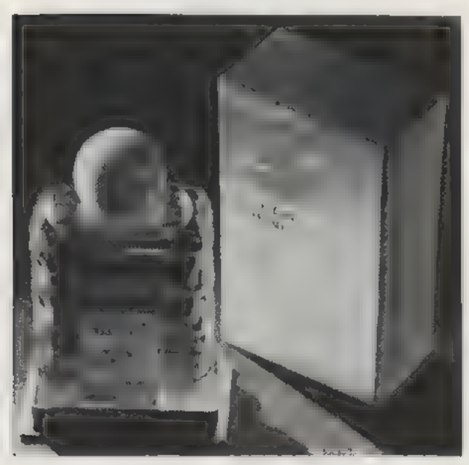
FOR EVERY SMART HOUR OF AUTUMN'S DAY
A
B
C
D
E
F
G
beautiful, youthful, perfect-fitting
RED CROSS SHOES
A. The CONGO
B. The TAYLORE
C. The BARCLAY
D. The ANTOINETTE
E. The MIDDY
F. The STANFORD
G. The SKI
THE UNITED STATES SHOE CORP. CINTI USA
RED CROSS SHOE
THE UNITED STATES SHOE CORPORATION, CINCINNATI, OHIO
America's unchallenged shoe value at $6.50
Denver West, $6.85

DISCOVERIES IN BEAUTY



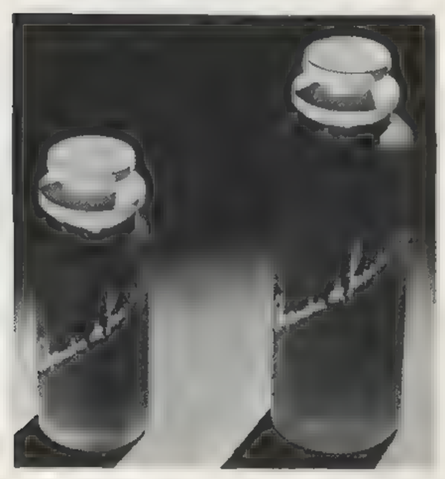
After two years of experimenting in this country, Henri Bendel has been able to duplicate the French formula of their internationally famous "Floating Soap"—and they've scented it with their newest perfume, "Checkmate." The rich lather's just as creamy, the odour just as sweet, *and* the soap itself will last longer. In delicate pink, it comes in five sizes, from bath size to miniature. Ask Bendel's to wrap it for you in their gold paper and ties of red, white, and blue. "Floating Soap" will be a delightful treat for yourself, a most welcome gift for a friend. (Henri Bendel)

It doesn't take a racing fan to see that Seaforth's "Grandstander" is destined to be one of the season's reigning favourites, bidding fair to be an item in any man's list of toilet essentials. In one box, simple and compact, there are three important prerequisites to masculine grooming: Men's Cologne, Shaving Lotion, and Hairdressing—all put up in sturdy, brown stone jugs. (Altman)



"Sweet Escape," in a tall, slim, screw-capped flacon, is a new liquid deodorant that you'll love because it's so easy to use. There's no need for any preparatory fuss or bother, because you can simply sprinkle a few drops of it on your finger-tips and apply. And its soft bouquet odour—lilac, sweet clover, wild rose—is so light you can be sure that it won't conflict the slightest bit with the scent of your favourite perfume. (Stern's)

Shulton's stalwart little family of Early Americans, until now confined to bath essentials, do some pioneering for themselves in the field of make-up with "Early American Old Spice Face Powder." There's one box that's round and regular-sized, and one that's built like a miniature chest, which holds a more-than-usual amount of the powder.



Alexandra de Markoff captures the feeling of the first, crisp autumn days in the cologne "Fragrant Fern." The bottle is frosted and white-capped, and you can have it in either of the two sizes shown here. You'll want to use it after your shower or tub, or, perhaps, pour a little of it into the bath water itself. Not too sweet, it's the odour of moist leaves, fresh ferns, a pungent breath of outdoors. (Bonwit Teller)

Here's a liquid deodorant with a companion bottle of anti-perspirant, both by "Spree" (pronounced "Spray"), and both topped with a rubber bulb, which, besides assuring you of complete protection against spilling, acts as an atomizer. The liquids are colourless and harmless to clothes. Spray them on through your clothes, in case you've forgotten to apply them before dressing. (Lord and Taylor)

VOGUE STUDIOS

Bouquet Tweed

BOUQUET LENTHÉRIC TWEED

DECANTER PRESENTATION, $2.25 to $3.50
Bouquet Lenthéric—the Genuine Bouquet—may also be had in Decanter Presentations of Anticipation, $3.00 and $5.00; Confetti, A Bientôt, Shanghai, Miracle and Numéro Douze, $2.25 and $3.50; Gardenia and Carnation, $1.75 and $2.75 • Flacons, from $1.00. Atomizer Presentations, from $1.25.

QUIET, BUT WITH A STRANGE PERSISTENCE

BOUQUET LENTHÉRIC
the daytime fragrance

SHUR-TITE

Favorite of the Month

Design Patented

For the heightened tempo of autumn in town . . . for the quick excitement of new fall clothes! —A smoothly tailored handbag with room for all and sundry in its boxy base. Black and new fall colors in calf, suede and Gahna morocco. $5*

Many other Shur-Tite originals at your favorite counter at various prices.

*slightly higher in some localities

Goldsmith brothers

NEW YORK · CHICAGO · LOS ANGELES · LONDON

SIX FEET OF RAIN

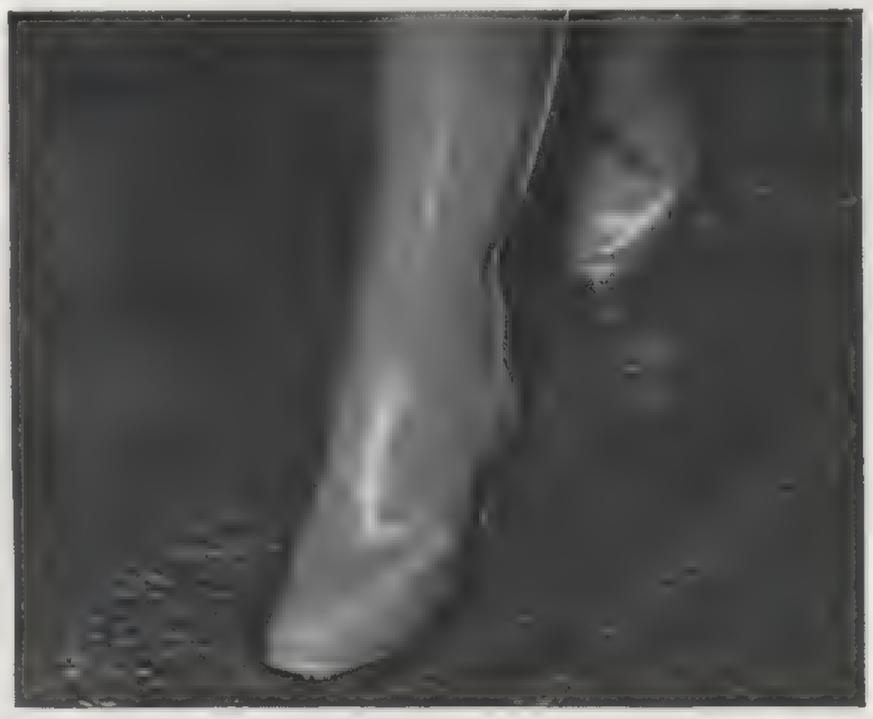
LET it rain. Let it pour. You may have to cover up your pretty new shoes, but you'll be just as proud of the coverings. For these days, stormy-weather footgear isn't something to be hidden in the umbrella-stand. It has Looks as well as Practicality. It walks Fifth Avenue's damp pavements as well as muddy country paths. It goes with today's spruced-up raincoats that are as handsome, as much fun to wear, as dry-weather coats.

On these pages, three dry-feet promoters—a low overshoe, a mid-height corduroy one, an honest-to-splash rubber boot.

NINA LEEN

With your city slicker, or your little black suit plus umbrella —this black overshoe of dull and shiny rubber, covering your shoe-top. B. F. Goodrich Shuglov; about $2. Stern Brothers

For town or country, and especially good in a fine, splashing downpour—this middle-height boot of water-resistant black corduroy. Pay $3.50 and stay dry from your soles up. Altman has this



Stride through country puddles or slosh across campus in these calf-high boots of rust-red shiny rubber. Your feet look dashing and never know it's raining. Gaytees; $4.50. Lord and Taylor

Oils of the Wilderness

THE MOST EXPENSIVE CREAM

IN THE WORLD

F★D

CREATED BY

Frances Denney

OF PHILADELPHIA

Silhouette in the new molded-to-you lines

Choose rich double-face rayon façonné by Onondaga, House of Quality. Dramatized by *Vogue* to make you feel very, very special. Ask for Onondaga Fabrics and Vogue Pattern No. S-4338.

ONONDAGA Silk co. inc.

House of Creative Fabrics and Correct Colors
1412 Broadway • New York
Branch Offices: Chicago • Los Angeles

SHOES THAT STAND A LOT

Left: For a busier-than-ever life this winter—shoes that fit in. These might well be your choice if you're training long hours for defense. Because they're beautifully soft, flexible—but sturdy. Navy-blue calf step-in

Right: Another one to wear time and again, hour upon hour. It's a black calf monk shoe with a buckled strap. And you'll probably want stockings such as these Gold Stripe ones of navy-blue sheer lisle, made by Gotham

Left: If you're working on nursing courses, you spend hours on your feet. Treat them to Cordovan-coloured calf Oxfords, with sturdy square soles. Add clocked Gold Stripe stockings of beige lisle, very sheer, by Gotham

Right: Maybe you'll do canteen work or ambulance-driving. These new moccasins will take you indoors and outdoors all day long. They're brown suède and alligator, and as long-lasting as they're comfortable and smart

• All by British Walker; from Bonwit Teller

NINA LEEN

Isabelle de Schiebing

DANIEL GREEN DEALS YOU

Four Aces for Fall

DANIEL GREEN has done it again! Take a look at the new slippers he has dealt you for Fall. You will find top honors and a hand full of winners for every kind of wear, formal or informal, from boudoir to bedtime. . . . Swank styles, like the MILITAIRE. Gay new *Outdorables.* Lively new fabrics. You can pick them up now at good shoe stores and departments everywhere. It's your lead! DANIEL GREEN COMPANY, Dolgeville, N. Y.

Due to transportation costs prices are slightly higher west of the Rockies

DANIEL GREEN

OUTDORABLES AND *Comfy* SLIPPERS

NEWEST SHOE—RENAISSANCE CHOPINE

You saw it in full colour on page 50—the chopine. Paradoxically, it's the newest shoe of 1941, although its progenitor appeared some four hundred years ago. Then, the ladies of sixteenth-century Europe wore the soft sock beneath their farthingales, at home. They slipped the elevated clogs over them before they went out to brave the muddy streets.

You can take a leaf from their book—only you'll do it for elegance rather than for utility. We show you how here, in luxurious modern versions. Try socks alone, for padding softly around the house in your new narrow slacks. Sandals alone, to show shapely feet beneath your house-coat. Both together take you out to dinner. (Have several pairs; make your own teams.) You might leave the sandal at the door, Chinese-wise.

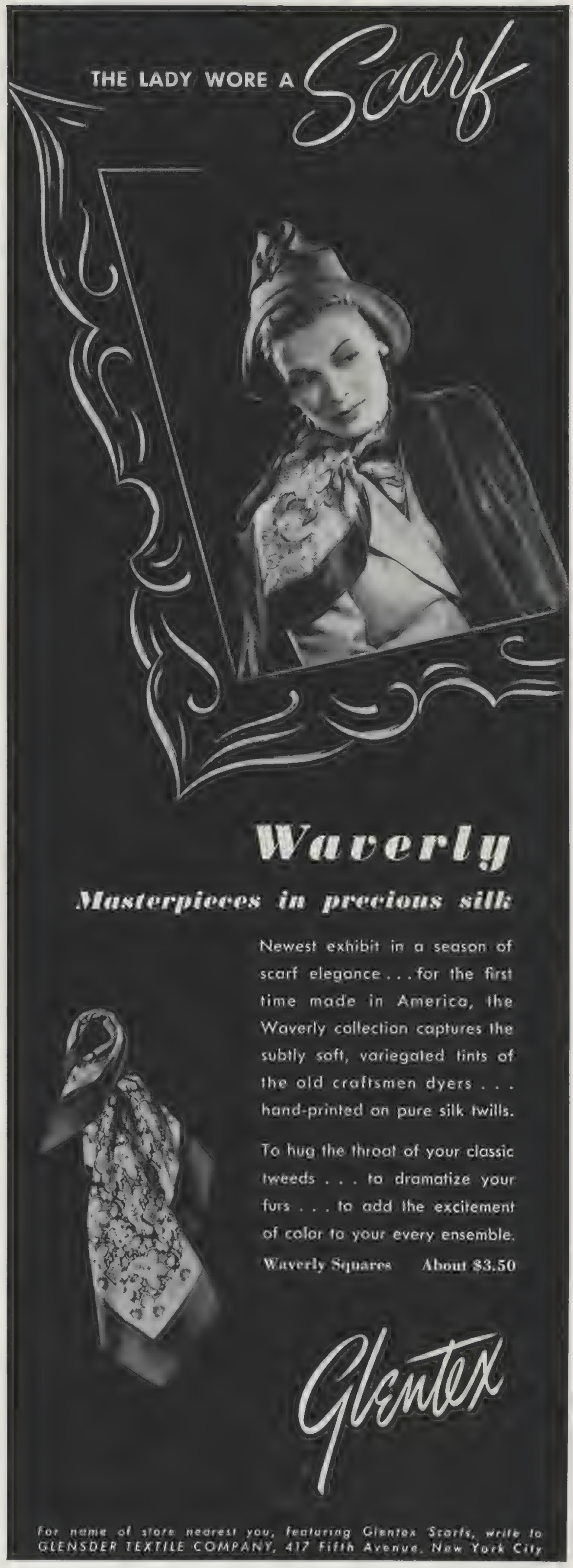
This chopine, so old it's new, was designed for Saks-Fifth Avenue by Mabel and Charles Julianelli, young American husband-and-wife collaborators—he executes the shoes she designs.

The Sock—of gentle black suède. Perfect for dinner-at-home; if you go out later, you can add the sandal, in silver or gold. It fits you snugly, seems to subtract inches from your foot, flatters your so-slender ankles

The Sandal—of sleek black satin, with a high heel. There's so little of it, your feet will be lighter-than-air. Wear it at home, alone. Go out for evening with sheerest sandal-foot stockings showing off pretty feet

RAWLINGS

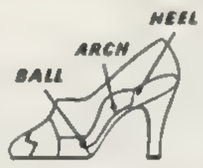
Sock and Sandal: gold kid over red suède. Wear it for dinner-at-home. Wear it for dining out. And for fun, you might even leave the sandal at the entrance of your hostess' house as if you were a Chinese lady

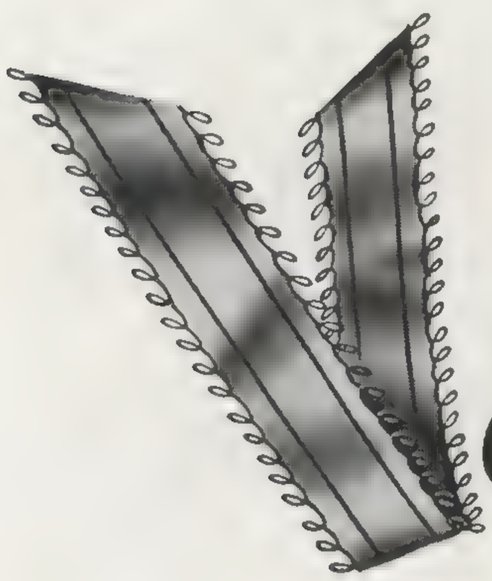


Imagine living on a street paved with soft, cushiony velvet! Without stirring a step farther than your nearest Velvet Step dealer's, you can take up permanent residence on Velvet Street. With one eye on style—the other on comfort, the designers of these famous "velvet-soled" shoes have created a beautiful array of Velvet Step styles that do magical things for your walking hours.

$5.85 to $6.50

*Velvet Step Shoes offer you special patented features that actually lock your heel in place, relieve pressure on the ball of your foot, and gently support your arch.





Velvet Step SHOES "Like walking on Velvet"

PETERS SHOE COMPANY • Branch: INTERNATIONAL SHOE CO., ST. LOUIS

THE WOMEN HAVE THE MONEY

(Continued from page 75)

Instead of buying our cameras from a world-renowned house in Germany, we're getting them from a firm in Rochester, New York. Instead of serving Holland cheeses and Norwegian crackers at our bridge parties, we're discovering the attractiveness of American foods.

And that's only one minor angle. The shifts in America's trade winds have inspired booms in industries manufacturing war materials and products for Britain, have thrust others into depressions. The South, for instance, was badly hurt by the drop in tobacco exports after the war began.

There's nothing "far away" about any of this, for, in seemingly bald trade statistics, you may find the clue to a "boom" or a "ghost" town. You may find the reason for violent upheavals in millions of American homes.

In 1940, because of our greatly increased sales to Britain and South America, our exports totaled $4,022,000,000, largest in volume and value since 1929.

Minor Memos. Here are some notes on those business indices that men always pluck out of the air when they make a wild statement:

There is the rail carloadings index which every week shows how many freight-cars railroads are running to carry products from one State to another. When "carloadings are up," it means lots of goods are being bought and sold and transferred, and American business is swinging along in fine shape....

There's the Federal Reserve Board's index of industrial production, which covers all our major industries and which is considered one of the best business thermometers available. The board figures that, from 1935 to 1939, business was "normal," so it calls that period "100." Then it checks up on how industry appears in comparison. The index is above 162 now, the highest on record, indicating that we're in a tremendous boom....

And there's the electric power index, which measures the amount of light and heat and power being used in American homes and factories and plants. That barometer is at a record top today, too, for factories are burning lights and using power twenty-four hours a day, and prosperous defense industry employees, in every section of the country, are buying electrical appliances for their homes....

Economic Primer. These are, of course, only the first steps in finance—the rudimentary tools that are essential to even a smattering of knowledge about economics. But they are as necessary to a sound grasp of the problem as a hammer is in building a house. American women have property, power, and the vote. If they know how our economic structure is built—which are the basic factors, which the unimportant ones—they can work intelligently to make it what they want it to be.

DESIGNS FOR DRESSMAKING

9216 9187 9216 9156

These are the back views of the Vogue Designs for Dressmaking which are shown in greater detail on page 102. Design No. 9216 is designed for sizes 12 to 20 (30 to 38). Design No. 9156, in sizes 25 to 34 waist. Design 9187, in 25 to 32 waist. All are "Easy-to-Make"

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 134.

Apple Red

"What a wonderful-looking woman!.."

She has a fragile flower's face—yet October winds leave her unafraid that her skin will chap or fall into the peril of dry, flaking tautness. She is a wise woman. Just as she protects her body against the increasing cold, she "dresses" her face for fall and winter with Helena Rubinstein's twenty-four-hour protection:

By day—She wakes up her complexion with brightening Wake-up Cream (1.00, 2.25) which she "would never be without." Before she powders, she smooths on an almost invisible film of pearly Town and Country Make-up Film (1.00, 1.50) that conceals tiny blemishes, protects natural skin moisture. Gives her complexion "the finish" of a velvety rose petal.

By night—She prefers Herbal Cleansing Cream Special (1.00, 3.00) because it gives a mild "tingle" and leaves her complexion bright and soft. Her night cream is Helena Rubinstein's Novena Night Cream (2.00, 5.00), the famous extra-rich cream particularly blended to soothe mature skins.

Lovely lips in autumn often owe their softness to a Helena Rubinstein velvet-textured Lipstick (1.00, 1.25, 1.50) and the extra-protection of the soothing Sportstick, .60. Fascinating eyes often owe their beauty to gleaming Herbal Eyelid Oil—to dramatic Waterproof Mascara (set, 1.50). To soothing compresses of Extrait, 1.25, 2.25.

Helena Rubinstein's Lipstick Favorite!

Ripe-red apples, shining in the sun, are such a wonderful color it's no wonder that Helena Rubinstein's Apple Red Lipstick, matched to them, is the favorite of all young America. Apple Red is beautiful for brunettes..dazzling for blondes.. becoming to redheads! You'll love it and you'll love the way your lips *feel* wearing your Helena Rubinstein Apple Red Lipstick . . just like they're wearing velvet!

Match your Apple Red lips with Apple Red Nail Groom and Rouge. Dramatize your eyes with black Waterproof Mascara. Keep your skin like peach velvet with Peachbloom Town and Country Make-up Film and Powder. Lipsticks, 1.00, 1.50. Nail Groom, .60. Face Powder, 1.00, 1.50, 3.50.

Other great Helena Rubinstein Lipstick Favorites: Orchid Light Red, the delightful sophisticated blue-red shade that is the smartest thing with this fall's "plummy" shades. Red Velvet, a siren color, deep rich red for evening. Rico Red, an exotic, dark flaming red.

helena rubinstein

715 FIFTH AVENUE, NEW YORK, AND AT ALL SMART STORES

OTHER SALONS IN CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • TORONTO • MEXICO CITY • RIO DE JANEIRO

Dirt and countless tiny, dry, dead surface cells may darken and coarsen skin

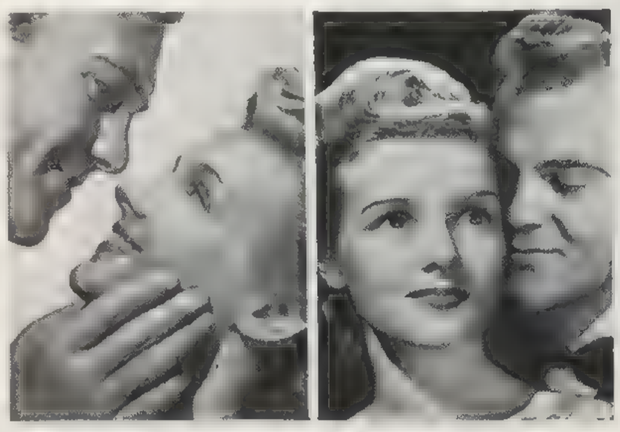
Cover face and throat with 1-MINUTE MASK of Pond's Vanishing Cream

See how much *brighter* skin looks —how much *softer* it feels!

1-MINUTE MASK

gives skin new LOOK···new FEEL

Delightful! Quick! This exciting *new way* of using Pond's Vanishing Cream! You *cover* your face *thick* with a cool mask of the cream. Smooth all over from throat up (except on your eyes). Leave mask on *one full minute!* Then just wipe it right off!



New LOOK! **New FEEL!**

One 1-Minute Mask with Pond's Vanishing Cream and you'll use it always! Use in morning after cleansing face, evening or during the day.

Lovely Results! You'll adore the fresh, bright *look* your skin has —the soft, soft *feel* of your cheek. The "keratolytic" action of Pond's Vanishing Cream mask has *dissolved* countless tiny bits of dead surface skin that dulled your complexion.

After the 1-Minute Mask your skin *looks* lighter, clearer. It *feels* much smoother.

Powder Base—Always before powdering, smooth Pond's Vanishing Cream on lightly. It gives a flattering mat finish that holds powder for hours.

MRS. NICHOLAS RIDGELY DU PONT

Excited over 1-Minute Mask

Mrs. Nicholas Ridgely du Pont and other society beauties who use Pond's Vanishing Cream as a powder base are delighted by the new 1-Minute Mask and telling their friends to try it.

Get POND'S Vanishing Cream today. Treat your face to a 1-Minute Mask. For generous sample, mail coupon below.

FREE! 1-MINUTE MASK

POND'S, Dept. 11-VK, Clinton, Conn.

I want to try the exciting new way of using Pond's Vanishing Cream so many society beauties are enthusiastic about. Please send me enough cream for one 1-Minute Mask—FREE.

Name _____

Address _____

(Offer good in U. S. only)

MAKING THE MOST OF A LITTLE

In a small apartment, the problem with which you are faced is how best to create the illusion of space. Mr. Paul Bromberg, Dutch architect of interiors, who is now established in New York as a consultant on industrial and interior designs, proves in these photographs how this problem can be successfully solved.

To convert a one-room apartment into an entrance-hall and living-room combined, Mr. Bromberg uses a flexible screen to form an entrance. To hide the kitchenette, he hangs a screen of flexwood panels and transparent photographs from the ceiling, fastened between bamboo rods. When using the kitchenette, the screen can be swung aside

To make a room larger, Mr. Bromberg eliminates the railing between the raised dining-space and the living-room. He places the dining-table on one side of the living-room and designs a desk for the alcove —to accent the width

For a small bedroom, here is a dressing-table that conserves space. The table consists of a sheet of glass resting at one side on the little chest of drawers and fastened to the wall at the right. The arrangement of the drawers is especially convenient for anyone sitting at the table. Over the dressing-table, Mr. Bromberg hangs an unframed mirror

STOLLE

One way of profiting by a long expanse of wall. Mr. Bromberg places a single shelf against this wall. Arrange books or bibelots on the shelf, or use it as a glorified sideboard when giving a large cocktail party or buffet supper

IVORY TIPS — PLAIN ENDS — BEAUTY TIPS (red).

(PRONOUNCED "MAY WE" —MEANS "BUT YES!")
mais Oui
lovely flirtations
EAU PARFUMEE
mais Oui
BOURJOIS
Fresh as April . . . irresistible as moonlight . . . and as conspiring as romance itself!
Here is a fragrance created for unforgettable moments—audacious, and to be used with caution!
• PERFUME $1.50 TO $10 • EAU PARFUMÉE $1.25 • TALCUM 75c • FACE POWDER $1.00 • BATH POWDER $1.25 • ROUGE 75c • LIPSTICK 75c •
BOURJOIS NEW YORK

VOGUE'S SPOT-LIGHT

(Continued from page 77)

number under a green spot-light, a woman had a heart attack —on her recovery, she sued him.) But that is no more remarkable than his rise. When he came to New York last year after successes in London and on the Continent, he started in at the Warwick's Raleigh Room, and so on to the Rainbow Roof, where he will be for about the next four months, mimicking brutally whatever he sees.

Just as fascinating in her way is Belle Rosette, a lithe, bouncing creature from Trinidad, who is one of those magnetic dancers, exciting before they even twitch. Her back-jungle dances, that have a marked connection with procreation, are part primitive and part the result of study with Martha Graham and Charles Weidman. These she began doing for a Trinidad organization, known simply as "The Coterie of Social Workers." Now she does them for the Village Vanguard, a tiny night-place, and for the Coffee Concerts of the Museum of Modern Art. High-springing, completely theatrical, Belle Rosette has a fresh, non-sociological voodooism, a gay, laughing way with her.

In the Theatre

Although the theatre is rampaging along at flood-tide with rehearsals of farces, and mysteries, and comedies, and musicals, only one play was open when this was being written. And that was "The Wookey," in which Edmund Gwenn is more important than his part. As a bull-necked Cockney tugboat captain, a man of violence at odds with the British Government, he gives a beautiful, full-throated performance. "The Wookey" includes among its effects a modified version of what a blitzing sounds like. For its high point is the bombing of a shelter. It is, in fact, the first play in New York that shows what even one Briton feels about the war.

So far, New York has had more than enough of anti-Nazi plays, filled with the pitiful German dispossessed. Now the little men of England take their place—but "The Wookey" himself is no soft-soap artist, pleased with the previous appeasement policies of his Government. He is a crabbing, crotchety Cockney who finds out what the war is about.

New Funny Man

The first deviator lately from the patter of humorous writing is H. Allen Smith, with his straight-on *Low Man on a Totem Pole.* In this unobtrusive book, which apparently never started out to be humour in the Irvin Cobb-Frank Sullivan way, Mr. Smith, who used to be a reporter on the *World-Telegram* until success swept him out of the city room, just reports what people say when they are interviewed. He puts down the whole interview, accurately detailing with a cat-sharp ear, the naturalism of Americans.

When the book first came out, it started slowly, only a few bright ones realizing the great cache of fun here—but by now knowing about "Low Man" is a mark of distinction on the same level as knowing about Soutine and De Falla and Arno's disorderly ladies. Besides, it's funny.

GALA VARIETY SHOW

Coming in October 15 Vogue: A generous quota of feature articles. Among them, there's a fascinating account of Orson Welles and his wizardry...a Covarrubias sketch of a play in rehearsal...a study of interesting hands of women-of-note...a new definition of a marriageable young woman.

October 15 VOGUE, at your newsstand October 10

FOR A LADY WHO LOVES *Luxury*

Cloud-soft wools, spun *only* from select fleeces . . gorgeous new decorator colors, lustrous matching bindings . . . supreme warmth and comfort, without weight—these are the things St. Marys Blankets provide for a lady who loves luxury. (And who *knows* sound economy when she sees it!) Pamper *your* taste for the exquisite. See St. Marys blanket displays at leading department stores . . . today! From modest prices to $175. Write for free booklet. The St. Marys Woolen Mfg. Co., St. Marys, Ohio.

St. Marys BLANKETS

GOURIELLI'S

On September 24, a fabulous shop—reminiscent of an old apothecary shop, and lavishly beautiful—was opened at a fête for the benefit of United China Relief, at 16 East 55th St. (Photographs of the shop appear on pages 64 and 65.) Its founders are Prince and Princess Artchil Gourielli—the Princess being better known to you and the world as Helena Rubinstein. This is a shop where both men and women can find preparations for perfect grooming, and where individual beauty aids are prescribed and compounded.

At the right you see Prince and Princess Gourielli in one of the laboratories, blending, testing, and perfecting a vat of one of the creams in the regular Gourielli preparations group—those which are not custom-made, so to speak.

The shop devotes as much attention to men as to women. The male domain is the Grey Room, a masculine, rather anonymous-looking chamber, in contrast to the pretty Pink and Blue Rooms for the ladies. It even has its own private entrance to the street, so that the men don't have to parade—or tiptoe—through the rest of the shop. Here the men may have special treatments for the hair and scalp—the only sort of treatments given throughout the whole establishment, incidentally.

Here (left) are some of the men's preparations, packed in apothecary jars and bottles which bear Prince Gourielli's Georgian crest. The ladies have blue jars. The men have grey ones. White bottles for all. The designs are adapted from the antique apothecary jars which line the shelves of the pharmacists' cubicle on the first floor. A collection of old bottles from Mexico, South America, and the Continent flavours the *décor* of the whole establishment.

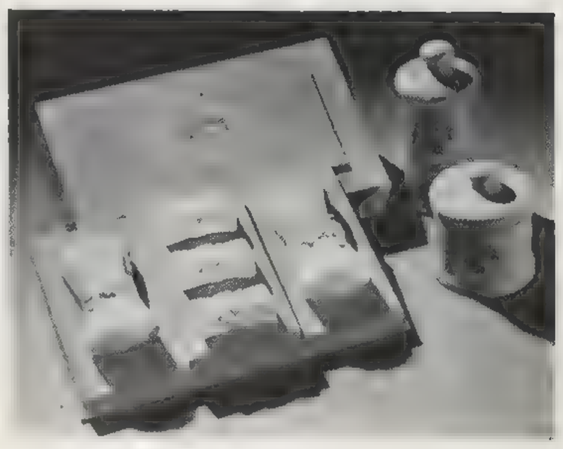
In the Blue Room, which serves as a gift shop, Early American blue glassware is arranged in cases lined with pale blue quilted satin. In the Pink Room upstairs, mirrored cabinets are set into the mauve-pink walls, laden with Early American yellow glass objects, shining clearly against the valentine colours of the room. The entrance-hall, where you buy the ready-blended Gourielli preparations, is full of marble and columns and calm.

In keeping with the best-loved tenets of modern decoration, different periods are blended with nonchalance and a sure touch throughout the shop. Glass is everywhere, reflected and re-reflecting. American Victorian furniture is used—in its original finish—or painted in fresh flat shades, combined with modern, gay-patterned fabrics. (Note to men: None of this fantasy of decoration goes for your own sanctum, the Grey Room.)

Such is the luxury of the shop that even a Secretary's desk (right) is a fine early American one, over which hangs an American primitive.

There are herbal and mineral compounds, for the skin, hair, teeth, body, and bath. For the ladies: a fine selection of make-up preparations—face powders, lipsticks, eye-shadow sticks, and water-proof mascara. One of the most all-pleasing products for women is a creamy herbal emulsion that's all-purpose...for cleansing, softening, and smoothing the skin.

NEW SHOP



This preparation has a masculine counterpart in "Gourielli Emulsion for Men." This is more liquid than the other variety. Men may use it as an after-shave lotion, as protection against chapping, or as a night emollient.

Shown at the right are more of the handsome packages, including the emulsion. All of the bottles and the jars come in several sizes.

And here is a new presentation of an old idea. It has long been known that sulphur has medicinal and healing values (as witness the popularity of sulphur baths and the drinking of water from sulphur springs). But its strong, unpleasing odour has, in many cases, dampened the desire of many—no matter what good things they heard about sulphur. After years of experimenting, chemists have discovered that colloidal sulphur, which eliminates the ingredients that had for so long kept sulphur in bad odour, is sulphur in a most "dynamic" form.

This "dynamic" sulphur is the basis for a group of Gourielli Sulfo-Collodio preparations. The "Sulfo" cream helps to clear up skins which are prone to break out. It may be applied at night or—happy thought—worn as a foundation, doing its good work right under your powder. A Sulfo-Collodio Bath is a "quick trip to a spa." You pour a bottleful in the tub, relax, and you and your skin soak in the vital, healing elements of the sulphur. The third "Sulfo" preparation is a hair cleanser—a creamy, latherless shampoo.

You probably know that "apothecaries' weight" doesn't refer to reducing, and "apothecaries' measure" has nothing to do with your waist-line, but you'll be delighted to hear that Prince Gourielli has forgotten neither. In the Herb Room, you'll find "Vitathins," slim wafers filled with vitamins and minerals, but very low in calories. They're easily digested. The "Pick-Up Herb Tea" is another good thing to try. If you're serious about losing weight scientifically, consult the dietitian in the Herb Room about Gourielli Reducing Diets.

In the picture above, you see the great baroque cabinet full of apothecary bottles, in the entrance-hall.... And there are other lovely glass bits, of equal beauty in the Blue Room, which can be added to *your* collection. You can also buy vanity-cases, table ornaments, make-up kits—lovely loot.

VOGUE STUDIOS—HONEYMAN

This shop is a long, long step from the traditional "little apothecary's on the corner." But the Gouriellis, having lived in countries where these small shops were the main sources of beauty and good grooming, have captured in their establishment the same charm, flavour, and personal touch.

You find the pharmacist right here on duty, with mortar and pestle and all the rows of mysterious bottles and jars (like the ones at the right) and his scales and formulæ. You'll see him compounding herbs and roots, powders and potions, just as pharmacists have done for hundreds of years. Be assured that in his prescriptions of Beauty for You, he will combine the magical arts of the past with the scientific research of today.

a pair of Du-Flex Rubber Soles that

STOOD THREE YEARS of COLLEGE

and are ready for MORE!

Two spunky rubber soles that for three years tramped the campus, dashed for classes, hiked and biked, braved rain and snow. Their Du-Flex rubber trademark has worn off, but their spirit hasn't worn out yet—they're as springy to the touch and to the tread as ever.

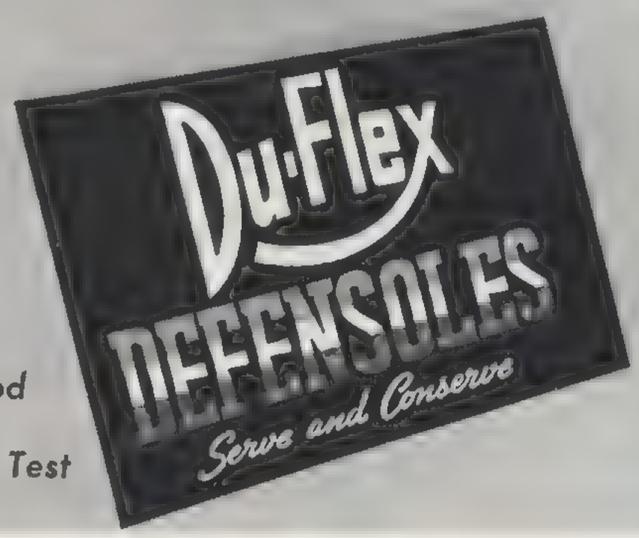
They're a quality sole of pure live rubber, whose performance teaches a lesson much to the point in a state of national emergency—the importance and the practice of economy. And their rugged appearance speaks for the spirit of young America and all America—proud and glad to do their bit for Conservation and Defense.

AVON SOLE COMPANY, Avon, Mass.

Under all conditions

Du-Flex Soles have stood

the Supreme Test



THE SCARS OF LONDON

(Continued from page 95)

devotion to England that has now learned to take nothing for granted. Before, because we are an island, we had no sense of frontiers, but now we know the dangers of a trespassing enemy, and these ordeals have given birth to a stubborn resistance that adds to our strength. For it is a strength to know that these ghastly things can happen, and still one can not be swayed, and certainly never, never beaten.

However frightening the aerial bombardment may be at the time, it is less difficult to endure than the contemplation of it. There is nothing worse in war than the fear of fear. Those people who return to find their household in ruins never give way to despair. The first stunned shock is displaced by a cold, numbed fury that is yet without vindictiveness, and certainly without self-pity. This quality of selflessness overcomes even the loss of one's dearest possessions.

As the planes hover above—a drone of deathly bees in our highly-trained ears—most of us feel that it is our own home that is being singled out as the next target. With a noise of a sheet being ripped from end to end, a bomb tears through the night sky, and the A. R. P. workers are heard running in the direction of the all too well-known "crunch" that follows. Walls shudder and sway. Windows have been blasted, and all the burglar-alarms are ringing heedlessly down the street. The atmosphere is peppery with smoke. In a heat-quivering glow, sparks are eddying like fireworks, hoses play, instructions are shouted, and there is ever to be heard the tinkle and grinding of glass.

In the half-light of dawn, when the flames are dampened down, and the chaos has subsided, the spectacle before you is a milestone in your life. Something you will never forget. Seeing these disasters for the first time, your very soul is wrung. You mind far more than you thought it possible to mind. You will never be the same, and for months to come you will think continuously about this nightmare. Each time you ride in a taxi or a bus, you peer with gruesome interest and heavy heart through the windows at these sickening Forum-like ruins.

The explosion has created a perfect expression of itself, a symbol of the diabolic force and vitality of the dynamite. There is no possible affinity between the lovely little church, elaborately ornamented with garlands, gilded arabesques, memorial tablets and monuments, chandeliers, and draped urns, and this sickening wasteland that meets the shocked eye. The small edifice is tortured and twisted into gnarled, writhing shapes full of bitter significance, foreseen in the abstract paintings of our Graham Sutherland.

Sometimes quite remarkably spectacular Piranesi effects of ruin are achieved, but it is heartrending to potter among this frightful desolation, unrecognizably squalid in its covering of colourless dust, exuding its horrible smells of charred wood and the sickly, deathly damp smell of cement and brick dust. Yet if you should lift the stucco rosettes fallen from the roof and place them on a ledge, or turn over on its side the beheaded Queen Anne statue, the effect at once looks wrong, tampered with. The impression of wild force has been deadened. This diabolical phenomenon is ephemeral.

Soon the Demolition Squad arrives with dynamite and ropes to cart away the biscuit-crumb rubble, the blistered beams, and gesticulating girders dropped from the roof and to pull down the remaining toppling walls. A gnawing void remains.

The poignant trivialities of domesticity revealed to the public gaze are an all too familiar sight. The private houses, with the fronts cut off, look like dolls' houses, with their pictures still hanging on the walls of the stairless staircase, and a bowl of tomatoes yet on the dining-table. It shocks one even more to find houses that one knew, where one talked with friends late into the night, danced, or was brought up in from childhood, with their innards gaping and belching to the street below.

Many familiar London glimpses have gone: the exquisite Fountain court in Dean's Yard— (Continued on page 124)

Your Sterling must be eternally correct. You must like it at once, choose it from all other patterns, and have the happy assurance that you will live proudly with it "forever after." LUNT's traditional designs retain their charm, their authentic beauty. They testify eloquently to your fine taste and good judgement. Fortunately these examples of rare craftsmanship are no costlier than ordinary fine Sterling. So—buy now—and enjoy it throughout the years. Please send for *The Bride Selects Her Table Silver* and the name of your nearest LUNT jeweler. Address Lunt Silversmiths, Dept. A-36, Greenfield, Mass.

Fashion Plate Shoes

The footwear of women foremost in style

"Where does she find such distinguished footwear—with those smart 'little touches' that give them such personality, such style?" you wonder. You'll find the answer in the fluid, flattering lines of Fashion Plate shoes. Suedes as rich and soft as velvet—smooth and grained leathers of superb styling, combinations that have utterly new chic. Fashioned with such amazing skill that they achieve that costly, custom-made look—yet cost you no more than so many ordinary shoes.

$8.95 up

Slightly Higher Denver and West

Fashion Plate

For name of your Fashion Plate dealer write to Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo.

BERMUDA—WESTERN WAR PORT

(Continued from page 98)

started when the Winnipeg Grenadiers were here last summer and is now a favourite hangout of the Camerons. This is run on a much smaller scale, more like a private house, where the boys can come to relax and dance to the phonograph with their girl friends.

A little further along is the British Naval Recreation Rooms, a popular place on Sunday nights, particularly with English sailors who come and sing songs on the porch. It was here that I heard "Wish Me Luck"—to me the perfect expression of the spirit of the British sailor:

"Wish me luck as you wave me good-bye.
Cheerio, here I go, on my way.
Wish me luck as you wave me good-bye
With a cheer, not a tear, make it gay.

Give me a smile I can keep all the while
In my heart while I'm away
'Till we meet once again you and I,
Wish me luck as you wave me good-bye!"

Most of the great hotels are now taken over. The big Bermudiana is the British censors' living quarters. The Princess is where they do their work. The St. George is a barracks for U. S. Army Engineers. The Coral Island Club is used by the U. S. Navy. The Castle Harbour is headquarters of the U. S. Army. The Elbow Beach is largely used by base construction workers. The Riddell's Bay Golf Club is now a U. S. officers' club. Claudia Darrell's Waterlot Inn is still a favourite place to dine, but also has become a favourite spot for the U. S. Army, which camps above. The soldiers call her "Aunt Claudia," and she rules them with her celebrated "iron hand in a velvet glove."

Visitors still stay at the Belmont Manor. So do the Free French officers and the R.A.F., when they are here. The Inverurie has just reopened under the new management of Mr. and Mrs. John Hornburg. They have redecorated all the rooms in Bermuda pastel shades. This is the best place to see the sunsets, and just before sundown the white-uniformed naval officers gather here for a drink, landing from their launches right at the terrace. Later, there is dancing by the water's edge.

All the guest-houses, such as Horizons, Cambridge Beaches, Pomander Gate, et cetera, are still open and are doing a roaring trade. It is now almost impossible to rent a house for a week unless you write months in advance, and even then most houses are taken on long leases by U. S. officers. Americans who have built their own Bermuda houses are still here, and they are the backbone of the American Colony. Among them are the Hamish Mitchells, Barklie Henrys, Dwight Wimans, Prince and Princess Kyril Sherbatoff, and the John Winterbothams.

The Coral Beach Club is now a private club. Every week somebody has a "chain lunch" here for the benefit of the British Ambulance Corps. In town, the Ace of Clubs is still the most attractive place to lunch and dine. Look down on Front Street from the balcony, and you will see some commandant drive up in his smart carriage driven by a Cameron Highlander, or a young U. S. lieutenant bicycling along, with his lady in evening dress sitting on the crossbar.

THE greatest change on the Island is near Vincent Astor's house, where they are leveling off an island. Here steam-shovels, dredges, and tractors work night and day. Shell hunters have a field-day, collecting magnificent specimens unearthed by this new "machine age."

Saturday afternoon, the ferry called the *Dragon* comes in, heaped with bicycles on top. The waterfront by the U. S. Naval Patrol becomes a meeting-place for officers and their girls, the girls often waiting with bicycles and box suppers. They go off to "the old Bermuda" for a swim and a picnic—for the old Bermuda of the South Shore (Continued on page 124)

Jacqueline Cochran suggests

Chromablend

(THE COLORED-TO-ORDER MAKEUP BASE)

for you—

to bridge the gap from suntan to skin tone
to emphasize your own lovely complexion
to protect your skin as it holds your powder for hours and hours
to make any of the season's smart fashion shades
your most becoming color. $1.00 the jar.

JACQUELINE COCHRAN—ROSELLE, N. J.

This embarrassing episode is based on a letter from Madeleine E. Frey, Mexico, D. F., who has received $50 for her prize-winning letter.

IT WAS A *Slip*-UP..

BUT IT WILL NEVER HAPPEN AGAIN!

From now on she will be at ease wearing a Mary Barron Slip. The simple perfected design prevents riding up, pulling down on the straps or twisting around the hips.

There are no tricky metal or elastic gadgets—no fancy inserts—to perform the miracle of functioning. It is all in the patented design†—cut up-and-down on the straight, the natural way and on the bias where there is strain. Try a Mary Barron for slip freedom and comfort.

*Celanese**

CLAIRANESE* RAYON TAFFETA

which, with Ivory flakes . . . launders like a handkerchief and will not split or crack

IN 25 LOVELY COLORS
ABOUT $2.00

When you order from your local store give them your brassiere size

*Reg. U. S. Pat. Off. †U. S. Pat. 2161063

Lord and Taylor
NEW YORK CITY

ATLANTA ..... *Rich's, Inc.*
BALTIMORE ..... *Stewart & Co.*
BOSTON ..... *Jordan Marsh Co.*
BUFFALO. *Adam, Meldrum & Anderson Co.*
CLEVELAND ..... *The Higbee Co.*
DETROIT ..... *The Ernst Kern Co.*
KANSAS CITY, MO. ..... *Kline's, Inc.*

Mandel Brothers
CHICAGO

LOS ANGELES.. *Broadway Dept. Store, Inc.*
PHILADELPHIA.. *Oppenheim Collins & Co.*
PITTSBURGH ..... *Joseph Horne Co.*
PORTLAND, ORE. ..... *Meier & Frank Co.*
ST. PAUL ..... *Schuneman's, Inc.*
SAN FRANCISCO ..... *The Emporium*
WASHINGTON, D. C. ..... *Jelleff's*

★ AND AT LEADING STORES EVERYWHERE, INCLUDING CANADA

WIN $50 *for your most embarrassing slip moment, if we use it in our advertising. Send to Mary Barron, c/o The Davidson Bros. Corp., 105 Madison Ave., N.Y.C. (Expires December 31, 1941)*

THE SCARS OF LONDON

(Continued from page 120)

a tranquil spot that could only be found in England—the brightly-coloured scene, like something from a toy theatre, of Paillard's, the hair-dresser's in Curzon Street, with its turquoise-painted façade, and the flower-seller below, with her gaily stacked stall. Among the debris, the waxen heads of painted ladies, their Grecian curls straightened by the bomb blast, lay staring ghoulishly. Some of our favourite small hotels, old-fashioned, with pink geraniums hanging from the window-boxes, are no more, and twisted candelabra, like skeletons of prehistoric beasts, lie amid the charred remains.

But there are signs to be found among the debris that the Phœnix will rise again. Wherever a dwelling or small shop has been demolished, a Union Jack is valiantly hoisted among the unconquerable remains. Amid the mounds of rubble of the Temple, the postman still collects at the scarlet letter-box. The baroque statue of Lady Grace Pierrepont has never looked more beautiful as she prays fervently in the shell of St. Anne's Church, her voluminous draperies now sprinkled with silver from the molten roof. Behind her, an Elizabethan vista of Soho—like a painted backdrop, fills the space of the far-flung windows. Among the charred remains of the Master's House, the blossom trees, the roses, and the honeysuckle are in flower again. The little angel still trumpets triumphantly through the shattered roof of St. James's, Piccadilly, heartening us to face with resolve any disasters the winter may bring, together with the confidence that not only can we "take" it, but can fight back.

BERMUDA—WESTERN WAR PORT

(Continued from page 122)

is still there with its cliffs, pink beaches, rock coves, and long-tail birds; its bicycling along roads smelling of dust, horses, and flowering trees, where evenings are cool and the voice of the whistling tree frogs is like the sound of sleigh-bells.

Bermuda has thus far absorbed all the dredging, the naval motor-boats that fill the harbour (there is much talk of motor-cars, but I haven't noticed them), the shiploads of base workers. One can still get away to Southampton, Mid-Ocean, Somerset, and Warwick and live the back-to-childhood life one has always loved on visits here before. The flavour is only stronger because now one sees it through the eyes of men-of-action, to whom these peaceful spots are only a brief interlude.

How to Get to Bermuda

Undeterred by Bermuda's war activity, thousands of visitors have gone there this year. These are the ways of getting there—the prices, of course, and the days of departure, subject to change.

BY STEAMER: The Canadian National Steamships send ships from Canadian ports and from Boston about once a fortnight—call or write for exact dates.

The American Export Lines maintain weekly sailings from Jersey City, New Jersey, stopping at Bermuda on the way to Lisbon. (One way, minimum.... $50)

The Alcoa Steamship Company has a sailing every Saturday from New York. (Round trip, minimum.... $80)

BY AIR: Pan American Airways sends planes three days a week—Tuesday, Thursday, and Saturday. (Round trip.... $120)

There is also a combination rate of $100 for the round trip (which includes minimum accommodations on the boat) if you go one way by Alcoa, one way by Pan American.

CIRO
new Horizons
de Lara
New Horizons
The perfume that carries you on... and on!
THREE SIZES
$6.25 $10.50 $27.50
PARFUMS
CIRO

Hattery for frisky days

"Avonettes"

Correct and cocksure . . . trim . . . triumphant . . . you'll revel in the fit and feel of the new Avonettes. By master craftsmen . . . of the finest materials . . . footwear to gladden your radiant rendezvous with Fall!

Shoes Illustrated

8.95

LADY EVE

COURTLEY

Many other styles to choose from at $8.95 and $10.95.

AVONETTES, always IN THE VANGUARD OF FASHION, for sale at better stores

AVON SHOE CO., INC. 1328 BROADWAY, NEW YORK

. New . Flattering

FLEXIBLE BRACELET

with convex hinged panels

Available either in Sterling or Gold-filled
• smartly hinged
• easy to open

At leading jewelers

B. A. BALLOU & CO., INC.

Since 1868 • Providence, R. I.

DRUGSTORE FORUM

(Continued from page 79)

apt at park-bench techniques are punned "skilled neckticians" or derisively dubbed "swifties." But most recent contribution to drugstore jargon is the meaty analysis of a pretty girl without brains, said with a slow, emphatic drawl—"Plenty bread, plenty bread, but no-o-o butter!"

Few reconnoitering battalions or expeditionary forces advance on enemy soil with more hesitation or more courage than the adolescent who braves the test of the first coke with the high-school crowd—her drugstore début. For a girl who is naturally popular and attractive, the test is not so severe, but few girls will risk that ordeal alone. Commonly, they come in groups, talking brightly, very intently casual and indifferent to the boys sitting in the booths. Occasionally, the more confident girls come in couples, such an arrangement leaving two extra chairs for any two boys who would care to join the table. Such subtleties are as well understood as a spoken word. To walk into a drugstore, choose a table, and be seated calmly amid appreciative whistles or, still more nerve-racking, amid silent indifference, requires the utmost in adolescent poise. Only the foolhardy come in alone.

There are small etiquettes, binding on all adolescents, governing drugstore conduct, and no one, at least no one who cares about his social success, would violate these laws. Every girl, under ordinary circumstances, pays for her own coke. If a boy pays for a girl's coke, one may know definitely that his intentions are serious.

It is well known that after a basketball game or a movie, such elaborate orders as a strawberry sundae or banana split are acceptably correct. During the lunch hour, common favourites are milk shakes and malted milks, but no one on a "walking date," or a pre-movie stop, would be silly enough to order anything but a small coke. In this case, the choice of flavours is optional, though the common high-school favourite is a muddy mixture known as chocolate coke. Any departure from this routine is looked upon as an extravagance or an affectation, and the "checkers," observing, frown with disapproval.

As essential a part of the date as the coke itself is the routine of eating the cracked ice left in the glass. Those unskilled in drugstore routine merely slide the ice out of the glass with a drinking movement, but the more experienced remove it with two straws with deft, chopstick technique. If one is drinking a coke with a date, it is understood that one coke, sipped discreetly and carefully mingled with conversation, is meant to last the whole evening.

Take away the drugstore, and high-school youth would be wandering the streets like wolf children, hungering for the warmth of companionship, burning with a desire for self-expression, and yearning for a convenient, quiet place to discuss last night's date. College students of old may have relished conversation in warm good-fellowship over their mugs of ale or cups of hot, buttered rum, but there is nothing like a small coke with cracked ice to loosen the tongue of the modern American high-school scholar.

Russia may have its curved scythe as the trademark of its aims, and German youth may boast strength with swastika-ed flags and arm bands, but if an emblem was to be found for young America—an emblem suggestive of the freedom, the fellowship, and the happiness that go with the name America—it might well be a small coke with two crossed straws—the symbol of the American way.

HOW TO LIVE WELL, ON LITTLE OR MUCH

Use October 15 Vogue as your blueprint for a scheme for living-with-flair, whether you have a great deal of money to spend, or only a little. In this issue, Vogue advises you on how to dress well, how to live well, how to marry well. For clues on how to get Your Money's Worth in living and dressing, read . . .

October 15 VOGUE, at your newsstand October 10

TO BE SUPPORTED FOR LIFE

(Continued from page 67)

Do these exercises. Lie on your back; point one foot till it's as straight as a ballet dancer's. Hold the whole leg tautly in this position. Then, flex the toes. Do the same thing with the foot bent back from the ankle. Walk in exercise shoes for several minutes a day. If you're lazy or haven't much time, they're especially good, because they *make* your toes grip and your arches work, every time you take a step.

Don't resist the temptation to take off your shoes and rest with your feet propped up. Good for circulation.

Don't consider your pedicure as an accessory to summer and the beach only, but as an all-year-round aid to beauty of foot, face, and grace.

Don't wear the same shoes day after day. Rotate your shoes. The change is good for feet and shoes alike.

Don't think that you must wear one certain height of heel. Every normal woman can walk in any height of heel—or none at all. If your legs ache when you change from one to another, it's because unused muscles are coming into play. You can keep them supple by wearing a medium heel in the daytime, higher heels for evening, and heelless sandals about the house, and on the beach.

Don't be careless about calluses. They're danger flares telling you that there's too much pressure on one part of the foot. Probably your shoes are too tight.

Do correct calluses by walking correctly and by rubbing them with pumice, in your foot bath. If they persist, see your doctor.

Don't use very hot water for a foot bath. Cool or tepid water is more soothing, and won't swell the feet.

Do avoid shoes that pinch. First a pinch. Then a corn. Then—if it's a deep corn, a trip to the doctor. Don't ever try to operate on your own corn with a sharp instrument.

Do beware of bunions—even the smallest one means that the large toe is being pushed around—probably squeezed into a shoe with a too-pointed toe, or a shoe that is too short, or one in which your toe joint falls in the wrong place. Resort to bunion pads and shoes that fit. If it's a bad bunion, see a doctor.

Don't ever wear old run-down shoes "just around the house." They'll get your feet into bad habits.

Do have a heart and sympathize with your sixteen-year-old daughter when she begs for high heels. Let her wear them—not too high, and not all day long.

Do watch your children's arches carefully, since weak feet, if overlooked, will cause the bones to remain in a flat position.

Do pay special attention to your baby's walk. If he is a bit bow-legged, the doctor will recommend a small wedge on the outside of the shoe. If the child is slightly knock-kneed, he'll need wedges on the inside of the shoe, to throw his weight into the proper position. A severe case may indicate rickets. Check with your doctor.

Don't take off your baby's high shoes too early. A fat baby needs to wear them longer than a thin baby does.

Do realize that arches are so sensitive that even one afternoon of wrong standing can make them ache. Treat them considerately all the time, and they won't let you down.

And do remind yourself, and your children—over and over again—to stand up straight. Bad posture is your arch-enemy.

And do run for the nearest pair of shears and a thumb-tack. Use them—not on your feet, but to cut out this article and tack it up, where you'll see it, and study it.

Gotham Gold Stripe Stockings . . . . always in the scene with smart people at smart places

Gotham
SILK HOSIERY COMPANY, INC.
200 MADISON AVENUE • NEW YORK

THIS WAS MY

By Milton

I HAVE been to Truro.

Magic words, those. Let me tell you about it. Vogue and Robert Nathan sent me there. To a weary, young fellow with a two-week vacation in the offing, the first in years, and with no place to go, Mr. Nathan's "Home to Truro" in Vogue [June 1, 1941] was a godsend. It spoke of all the things I wanted: peace and quiet, sand, sun, and sea.

With Mr. Nathan's assistance, I arranged for a place to live in Truro. That was in July. My vacation began in August. So I had a month to dream. This would be my first trip to Cape Cod. A Joseph C. Lincoln and Sara Ware Bassett atmosphere filled my head. Kindly, industrious natives who said "calc'late," pictures of wharves, fishing schooners, and hillocks of sand called dunes —that was Cape Cod to me. Those were the pictures that whirled through my head.

And then the day came. An automobile ride with friends to Boston. South Station. The five o'clock train to Yarmouth, and a ride through places I had for a month been tracing on maps. And now I was beginning to be doubtful.

Yarmouth...one of the most beautiful towns on the Cape, I remembered reading. But all I could see was a dusty, cindery station, isolated, lonely. No sea, no sand, no sky. But then this was up the Cape. Further down, as the width grew less and less, there would be plenty of sea. But the bus ride from Yarmouth to Truro dispelled those explanations. Dennis, Brewster, Orleans, Eastham. This was really the Cape. And through the growing darkness I could catch no glimpse of ocean. Something was wrong. This was country. But no sea. Wellfleet. No sea. The bus careened on. And at last, under a single street light, we stopped.

"TRURO!" the driver called, and threw my bag out of the bus. I was the only passenger who had alighted. Truro! I had arrived. My first night in Truro was spent with a sinking heart. The wait in the darkness lasted only a few minutes. Dr. Ellaine Elmore, with whom I was staying, claimed me. The only note of cheer that night was the charm of her house. Part of it two hundred years old, its exposed, unpainted beams and walls were set off by tapestries, porcelain, and furniture that Dr. Elmore has collected from over the entire world. The house fascinated me. I went to bed that night with Dr. Elmore's words running dishearteningly through my mind: we were a mile and a half from the bay beach and the same distance from the ocean beach; and this was the narrowest part of the Cape. And the beach had been all I wanted.

I made up my mind by ten o'clock the next morning that I would not stay. I was miserable. But Dr. Elmore's persuasion, the lack of transportation out of the place, and finally the invitation from the DeSilvers, my co-boarders, to go with them to a beach, held me back. My anticipation, driving to Long Nook beach, was not even lukewarm. The beaches at Truro come upon you suddenly. You drive down a long, narrow, winding road, through a pine-covered valley dotted by a small white house here and there; and then you are at the end of the road. Almost all roads in which I have travelled to the ocean beaches were the same.

And so Long Nook was the first Cape Cod beach I saw. I saw the ocean first, far in the distance it seemed, an ocean bluer than any I had ever seen before. And as I approached, its expanse widened and widened, and for the first time in my life I found myself standing on a sand dune. No hillock this. There was almost a sheer drop of more than a hundred feet to the beach itself. Sea, sand, and sky. That was all that was visible. We descended to the beach, and I looked around. As far as I could see: blue water, sand—white, yellow, and orange in the sun, cliffs of it against the clearest, bluest sky in the world. I had my camera with me. I snapped. Everything. Everywhere. I was entranced.

We spent the entire morning on the beach. The water was like ice, even when I got used to it. But it left me tingling, alive, revitalized. And I would look around, and as far as I could see on both sides was a stretch of beach with no one on it. The

TRURO INTERLUDE

White

next two days were a little better. Anne Walters was staying at the house, and through her I met Christine Davis, companion to Mrs. Clarence Day, junior, Wendy Day, and Wendy's little friend, Joan. But Truro did not excite me. I merely tolerated it.

And then Thursday night, during my evening walk along North Pamet Road, it happened. Dusk had set in. I stood at the top of a hill and looked out across the Pamet River marsh, dark velvet stretching out toward the bay on one side and the ocean on the other. Before me the lights of Robert Nathan's home gleamed against the darkness of the pines that surround the clearing in which the house is built. And over everything, clear and clean, sparkled the first evening star. I caught my breath a little. And I watched night settling over Truro. More lights dotted the marsh, small, distant, yet friendly lights from the houses that were visible on the dunes that surround the river valley. Every glance into the sky above revealed the appearance of new stars. Hundreds of thousands of them in a jet-black sky.

And the night was quiet. Magically quiet. Along Route 6 raced the head-lights of cars on their way to Provincetown. I looked into the heavens, then across the dark marsh to the bay. The bells from the Town Hall, hidden in the pines on the hill across the way, came to me chiming the hour. I took a deep breath. And Truro entered my heart with that breath. Truro! I no longer felt alone or lonesome. I looked around. I was part of this place, it was part of me, forever and ever. I had finally really arrived in Truro.

And so I opened my eyes and my heart to Truro. How long does it take to become a Cape Codder? Twelve years, they say. I don't believe it. No matter what any one else may think, I consider myself a Cape Codder by love. I have been completely captured.

I have memories of Truro that will last me a lifetime. Bearberry and wild beach plum. Bayberry and the low, twisted, gnarled old scrub-pine, miles and miles of it. The enormous, breathtaking dunes, with that tough grass waving against the blue sky. The breakers rolling white onto the endless stretches of sandy beach. Just as Mr. Nathan had written, so I found it.

There was the night at the barn dance, waltzing with little Wendy Day, square-dancing with Mrs. Day. There were the people who picked me up on the road to the beach: the DeWilds, the Clearys, and those whose names I do not know—the tall, blond kid, the Pontiac convertible, the elderly couple who lived in the cottage high on a dune facing Ballston, the woman who always was smoking and wished me luck. Clear, clean, happy people. There was the night at the Post Office, waiting for Mary Joseph to sort the late nine-thirty mail, watching the young set holding its evening meeting on the rail by the road.

There was the night I got lost in the cemetery in the woods by the Town Hall. The walks in the blackness of Truro, with only the stars lighting the night. There were the wanderings around Provincetown, watching the crowd at the Beachcombers Ball, the Saturday night in the Atlantic House, after which the bunch of us, fellows and girls, wound up on the wharf, serenading the sailors returning to their ships at midnight.

There were the days spent on the beaches, Ballston, Long Nook, Cahoon's Hollow, Gull Pond. There was the night of the barbecue at the Van Der Voorts', when we broiled mackerel and hamburger on the open fire in a hollow on the dunes overlooking the bay, with Provincetown twinkling in the distance. There was Corn Hill, and the Pamet River marsh. There was every one in Truro who waved when they drove by the house.

All that made those days some of the happiest I have ever spent. Robert Nathan was right. There is a peace and happiness in Truro one could find nowhere else in the world.

Yes indeed, I have been to Truro.

Thank you, Vogue. Thank you, Mr. Nathan.

Buttons with a Stylized "V"

This costume owes its charm to its lovely plastic buttons—the laurel leaves of victory in a subtle adaptation of the "V" motif. Ask at your favorite button or notion counter for these and other B.G.E. Originales—their spirited designs in matching buttons, buckles, and clips will inspire new costumes and revive your "stand-bys."

B·G·E *Originales*
REG U S PAT OFF

"Buttons, buckles and clips in original designs"

No. 8560—Buttons, buckle, and hook-and-eye. Plastic in all the leading Fall shades.

My hair will *never* tell you I'm 40—for it's just as young-looking, just as rich in color, as when I was 25! My beauty operator knows the secret! When I come to her, I close my eyes, relax gratefully. She brushes my hair, watches for whispers of gray or dullness, then starts a gleaming cascade of bubbles over my hair. When I open my eyes, my hair is a gleaming shade, as youthful-looking as on my 25th birthday! I don't mind birthdays—I can always have an Eternol Treatment!

"YOUR BEAUTY OPERATOR KNOWS BEST"

Caution: Use Only As Directed On Label

Write for Free Booklet VI

eternol

TINT OIL SHAMPOO

FOR DULL OR GRAYING HAIR

TINTS · RECONDITIONS · CLEANSES IN ONE SIMPLE OPERATION

PARAGON DISTRIBUTING CORP., 8 WEST 32nd STREET, NEW YORK, N. Y.

THE MODERN SHOE

By Steele F. Stewart, M.D., Assistant Professor of

The history of the development of shoes—from the first crude sole-savers to the intricately-designed shoes which we know—is a long, many-chaptered story. The fundamental element in all ancient (and modern) shoe design is the same—protection. Superimposed on this basic need are the demands of social custom, climate, and vanity—always vanity.

1

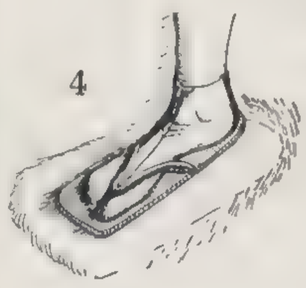
When the Egyptians laid their stone pavements, their bare feet were none too happy on the hot stones. So a sandal was born—a very simple affair consisting of a thick sole of woven straw or reeds, held on the foot by a thong, which was grasped between the large and second toes (fig. 1). By releasing the toe-hold, the Egyptians could literally walk out of their shoes.

2

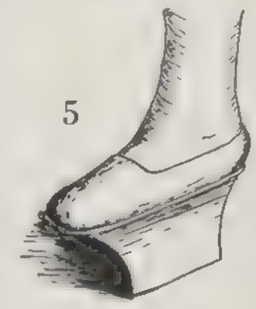
This simple shoe adequately served the needs of the Egyptians in their warm, dry climate. The Mesopotamians of this period (2750—2625 B.C.) also evolved a sandal (fig. 2). The sole of their sandal was held on by a counter (heel covering) which tied over the instep, and a thong which tied around the great toe. Was this difference from the Egyptian plan one of chance? The two countries are similar except in one detail. Most of Egypt is rainless, while Mesopotamia has an annual rainfall of ten inches. The sandals of Egypt would be lost in the mud of Mesopotamia—which explains why the toe-tie was invented.

3

Northward, cold, rather than heat, was the crucial problem. Forests and grasslands afforded two great helps for solving man's foot problems—wood and fur. The Chinese fastened moccasin-like uppers (fig. 3) to wooden soles. The Japanese used cloth socks (fig. 4) with a toe stall with sandals much like those of the Egyptians. The Tartars shod themselves with felt, the Arcticians with boots of fur.


4

All of these shoes were satisfactory in protecting the feet against the heat or cold of the country, but they failed to solve the problem of heavy mud. The wooden sole was better than that of straw, but its flat bottom stuck in the mud. The Chinese solved this difficulty by making a thick wooden sole (fig. 5), which tapered toward the ground. With these, the slightest pull broke the seal of the mud. Europeans lightened their clog—built like the Chinese ones—by tunneling beneath the instep. The Japanese, still clinging to their thonged sandal, reduced the massive blocks of the clog to more delicate lines (fig. 6) in their rainy-day *geta.* Thus the mud question remained till near the middle of the last century. Then Charles Goodyear learned to vulcanize rubber, and made the water-proof overshoes, which ended, perhaps for all time, the struggle to keep feet dry.


5

6

So man solved the problems caused by sun, mud, and snow, but these answers did not protect him from himself. Egyptians stubbed and broke their toes, and so turned up the tips of their sandals as toe-guards (fig. 7). The Greeks and Romans continued a metal guard over the instep (fig. 8), foreshadowing the hard toe-caps of later shoes.

7

As royal disabilities of tongue have set their seal on languages, so royal diseases and deformities have left their imprint on footwear. About 1100 A.D. Count Fulk of Anjou, ashamed of his bunions and corns, started the fad of wearing long, pointed toes (fig. 9) to hide his deformities. The style was imitated by the Court, and was carried to fantastic degrees.

A wag, Robert Cornard, in the Court of Fulk's enemy, William Rufus, cut the toes of his shoes into fantastic shapes (fig. 10) and stuffed them with tow, making them resemble rams' horns, or fishes' tails. In France, the length of toe was a designation of rank. A lord's toe was twenty-four inches long. The custom went to such lengths in England that an act of Parliament,

8

—HOW IT GREW

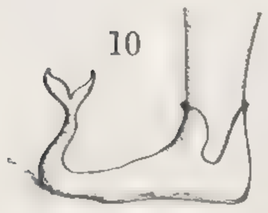
Orthopedic Surgery, University of Southern California

in the reign of Edward IV. (1442-1483), limited toes to a length of two inches, which seems fair enough.

Henry VIII., who loved both ladies and food not wisely, but too well, developed gout, a fashionable disease of the era. The pointed toes of Fulk agonized the swollen, gouty joints, so Henry favoured square, broad toes that rested easily on his disordered feet. The successors of Henry held to square toes, and men have used them, or rather modified versions of them, to the present time. Women, too, now love wide toes.

9

The earliest record I find of heels is in contemporary pictures of Timur and his Mongols (fig. 12). This Asiatic conqueror, after a wound in his foot in 1362, was nicknamed Timur the Lame, or Tamerlane. Two explanations of the wearing of heels are possible: (A) that the Mongol horsemen had developed heels and wore boots much like those of our cowboys. Or (B) that the wound in Timur's foot, which is known to have been so serious that it forced him to give up a campaign till he recovered, probably gave him a dropped foot, which made it impossible for him to put his heel to the floor. This deformity, a common result of prolonged foot disability, is easily compensated for by the use of a heel.


10

The use of heels by his whole Court would have avoided making Timur conspicuous. Subsequently, he carried his wars to the gates of Europe, struggling with the Turks and Egyptians. In any event, Timur-like heels began to appear in western Europe a century later. If my supposition is correct, we pay tribute to Timur, the Shaker of the Earth; at least, we follow a Mongol custom.

11

Vanity has played its rôle. Whether or not travellers to the East brought back the high-soled *kyaks* of China and the rainy-day *getas* of Japan, we do not know. But at about the time when Europeans started to travel about the world again, shoes on the principle of these two products of the Orient began to appear in Bagdad, Venice, and later in France and England. Like the toes I have mentioned, the chopine (fig. 13)—the European equivalent of the *geta*—went to fantastic heights of a foot or even more. The unsteady wearer required at least one escort.

12

A modification, according to reason, was the Elizabethan cork wedge (fig. 14), which our shoemakers have resurrected today. These wedges were bulky and awkward; subsequently, the delicate French and Spanish heels walked into the picture.

13

Customs play their part in shoe history. Until modern times, unpaved streets were littered with refuse. Paved walks were introduced to bring people out of the mire. Then the wearers of heels began to complain of foot aches, and arches were said to have fallen. To remedy this defect, a metal reinforcement, the shank, was placed between the heel and the ball of the foot for support.

14

So has come the shoe of western Europe—a composite from Egypt, Rome, China, Mongolia, and the West.

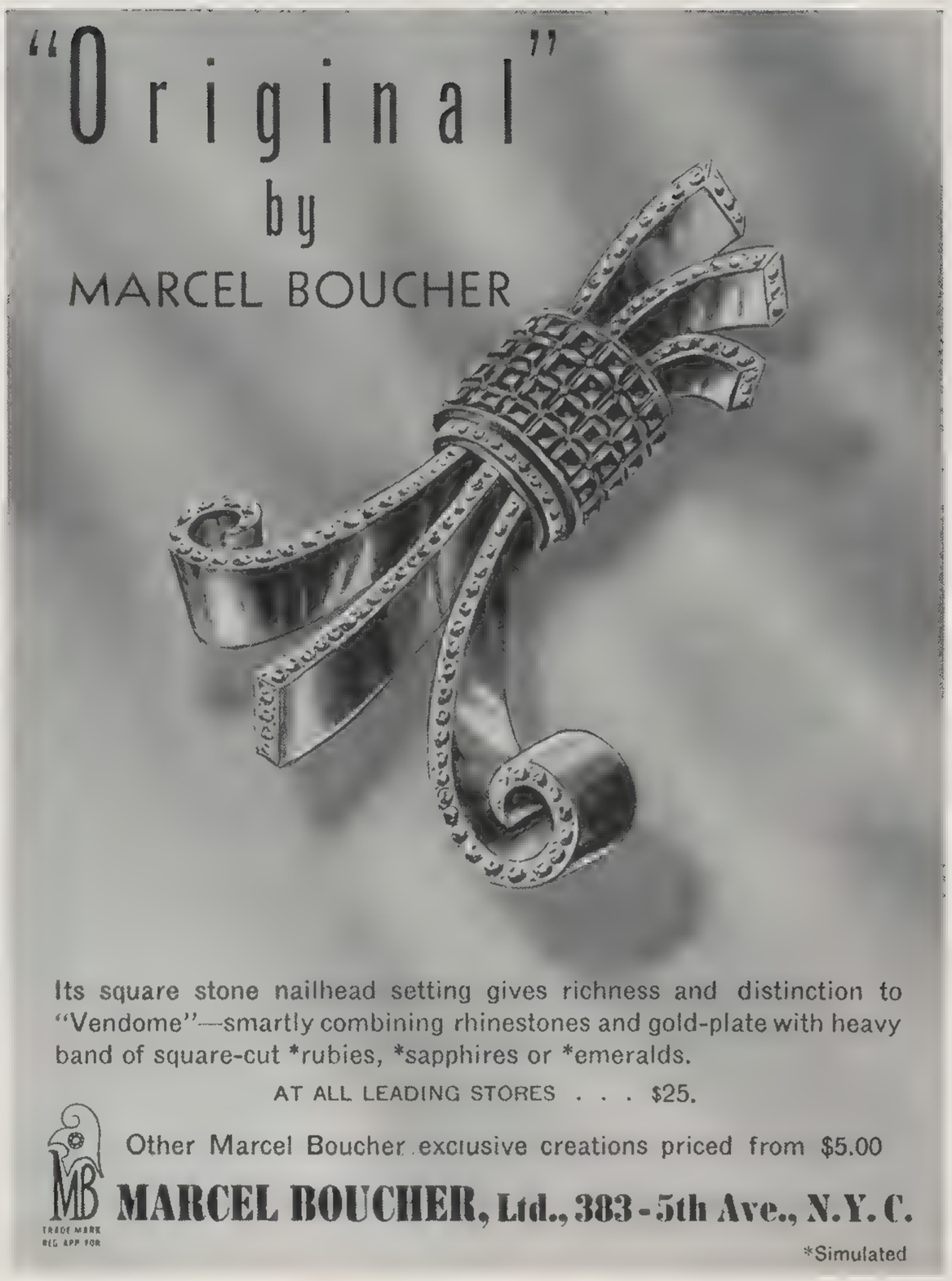
Climate probably will always be a prime factor in determining a people's footwear. Obviously a shoe acceptable in hot climates is not right for wear in cold, unheated houses. However, most American houses are warm all year long. Why then should we not wear any type of shoes that we like?

For general wear, might we not dip into the past and revive the *tabi* and *geta* of Japan?

15

Already we have taken over the woven huarache of the Mexicans for play wear (fig. 15).

Why stop there in our borrowing? For evening, might not the beautiful cordwainery of Egypt be introduced again—with the recurved toe-guard for protection and display, made of such metals, fabrics, leathers, and plastics as Pharaohs never knew?



Vogue's 7th Prix de Paris

CONTEST RULES

Here's your chance to step straight from college into a career! First prize in Vogue's Prix de Paris is a year's position on Vogue's fashion staff. Second prize is six months as a feature writer. Cash prizes will be awarded for the five best articles submitted. In addition, Honourable Mentions will be awarded to contestants whose papers show unusual merit. Enter the contest today!

1. Each entrant must be a member of the graduating class of 1942 in a United States college or university which grants a recognized A.B. or B.S. degree.

2. Each entrant must fill out an entrance blank. These blanks may be mailed immediately, or with the answers to the first quiz, not later than November 20th. It is not necessary to be a subscriber to Vogue to enter the contest.

3. The contest will consist of two parts: first, a series of 4 quizzes to be answered by all entrants; second, an article which only those entrants who receive passing marks on the 4 quizzes are eligible to submit.

4. Each quiz will consist of 8 questions from which the entrant may select 4 to answer. Of these 8 questions, 4 will be based on fashion features, and 4 on non-fashion features, such as music, art, literature, theatre, etc.

5. The first quiz of the series, based on the October 1st and 15th issues, will be published in the November 1st issue of Vogue. The succeeding quizzes will appear in the issues of December 1, January 1 and March 1. Save your copies of Vogue until the end of the contest; you will need them for reference.

6. Answers to each quiz must be mailed on or before the 20th of the month in which the quiz appears.

7. Papers will be graded on these points:
(a) Clear and vivid writing
(b) Originality of ideas
(c) Fashion knowledge derived from a study of Vogue
(d) General information

8. Entrants will be required to send answers to all 4 quizzes. Only those who receive passing marks in the quizzes will be eligible to submit an article in competition for the major prizes and Honourable Mentions. Entrants will be notified on or before April 1st if they are eligible to submit an article.

9. Subjects for articles will be announced in the March 15 and April 1 issues. Articles must not exceed 1500 words and must be mailed not later than April 20th.

10. All quiz papers and articles must be typewritten in double space on one side of the page. The name and college of the contestant must appear on every page. Papers will not be returned at the end of the contest.

11. The judges of the contest will be the Editors of Vogue. Their decision will be final.

12. The winners of the Prix de Paris will be announced on or about June 1, 1942.

Vogue's Prix de Paris, 420 Lexington Ave., N. Y.

Please enroll my name as an entrant in Vogue's 7th Prix de Paris contest.

NAME_____

COLLEGE ADDRESS_____

HOME ADDRESS_____

CITY_____ STATE_____

V-10-1-41

BOOKLETS *for the asking*

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

BEAUTY

DESTINA
has a little booklet on caring for your skin. The secret of resatining dry skin, whether you live in the North, South, East or West is described here, and a list of Destina products is given. Write to: Farel Destin Inc., Dept. V, 31 West 47, N. Y.

MILKMAID BEAUTY PREPARATIONS,
made of 80% milk, are described in a charming little booklet which explains why milk has always been a complexion aid, and how the Milkmaid preparations should be used. Write to: Milkmaid, Inc., Dept. V, 630 5th Ave., New York City.

THE CALL TO PERFECTION
by Elizabeth Arden, is a reprint in booklet form of Miss Arden's speech of last autumn to the Women's Institutes of Duluth and St. Paul. In it she gives her definition of beauty, her formula for success, and her own story of what she has been trying to build up in her salons. Elizabeth Arden, Dept. V, 681 Fifth Avenue, New York City.

LENTHERIC
has a series of gay little booklets on their various products. There is one for confetti perfume, appropriately illustrated, one on Bouquet Lenthéric, a daytime fragrance, one on toilet requisites for men, and still another on "Pink Party" beauty preparations and cosmetics for the young girl. Write to Lenthéric, Inc., Dept. V, 761 5th Ave., New York.

THE BEGINNING OF BEAUTY
by Frances Denney describes the simple, basic essentials of all beauty—nightly treatments with creams, bath preparations and a few rules for successful make-up, including eye make-up. Write to Frances Denney, Dept. V, 610 5th Ave., N. Y.

WINGS TO BEAUTY
Here is a new 1941 edition, just off the press, of Jacqueline Cochran's beauty booklet. Special attention is given to specific treatments for specific complexion problems; and a large section is devoted to cleansing preparations and how to use them. Jacqueline Cochran, Dept. V., Roselle, N. J.

TUSSY
has a little booklet on their creams and cosmetics, giving the prices of each item, the colours in which the cosmetics come, and a brief description of their different preparations. Tussy Cosmetiques, Dept. V, 683 Fifth Avenue, New York.

GUIDEPOSTS TO SKIN BEAUTY
is Pond's handbook of skin care based on good health, daily skin care, careful make-up and a home beauty ritual. A brief history of Pond's preparations and a description of what each will do for you adds interest. Pond's Extract Co., Dept. V, Clinton, Conn.

SCHOOLS

VOGUE'S SCHOOL DIRECTORY
offers a selective list of private schools for boys and girls and vocational schools for adults, together with a page of helpful suggestions on how to go about choosing a school which will meet individual requirements. Vogue's School Bureau, Dept. 10, 420 Lexington Avenue, New York, N. Y.

WARDROBE

SHOECRAFT
has a new autumn booklet, with convenient order blank attached, featuring their latest styles, including a number of particular interest to women with long, narrow feet. Shoecraft, Dept. V, 714-5th Ave., New York.

SWEATERS
A new portfolio from the Central Knitwear Mills illustrates the latest sweater styles for this autumn, including fourteen "Glamour-Knit" sweaters, and two "La Conga" sweaters. Write to: Central Knitwear Mills, Dept. V, 1370 Broadway, New York City, for your copy.

HOUSEHOLD

THE HOST'S HANDBOOK
is designed to give the modern host all the information on fine wines and liquors that he needs for successful entertaining. There is a brief history of the different kinds of spirits, information on how to judge their quality, a section of cocktail and canapé recipes, a page of general hints for the amateur bartender, and a chart showing what wines to serve with what courses in a formal dinner, and how to serve them. Please send 10c. Write to: National Distillers Products Corporation, 120 Broadway, New York City.

GIN RUMMY,
the popular new game, is the subject of Somerset Importers' new booklet. For 10¢ you receive four scoring pads, each containing the rules of the game. Write to: Somerset Importers Ltd., Dept. 8, 9 Rockefeller Plaza, New York.

HENRY BIRKS & SONS
have issued a booklet on their fine China collections, imported direct from Great Britain. Wedgwood, Royal Doulton, and other English Bone China and English Semi-Porcelain patterns are illustrated, and described. Henry Birks & Sons, Ltd., Booklet V, Montreal, Canada.

FLOWER ARRANGING
Volume 2, the 1941 sequel to the Coca-Cola Company's popular and practical booklet of last year, is now available. This is even larger than the 1940 edition and includes 48 flower arrangements, illustrated in colour. The pictures and material are both new. For your copy, please send 10c to The Coca-Cola Company, Dept. V, Atlanta, Georgia.

RECIPES
featuring the popular Myers's "Million" Cocktail—gives you the ingredients of more than eighty good drinks to be made with Myers's Fine Old Jamaica Rum . . . mixed as they mix them in Jamaica. It also suggests uses of rum in coffee, tea or desserts. R. U. Delapenha & Co., Dept. V, 57 Laight St., N. Y.

WORLD FAMOUS GIN RECIPES
including two favourites, Martini and Tom Collins, are given in an attractive new Gordon's Gin booklet. Twenty-five recipes will give you many new ideas for delicious drinks. Somerset Importers, Ltd., Dept. V, 9 Rockefeller Plaza, New York City.

TRAVEL

THE GREAT WHITE FLEET
of the United Fleet Company has a new 1941 picture folder of their winter cruises through the Caribbean. You'll find a day-by-day itinerary planned for you, and a list of optional shore excursions. For your copy, write to: United Fruit Company, Dept. V, 632 Fifth Avenue, New York City.

WHITE SULPHUR SPRINGS
A photographic story of the activities at The Greenbrier, famous White Sulphur Springs resort, and a schedule of coming events are given in an attractive new booklet. For your copy, write The Greenbrier, Dept. V, White Sulphur Springs, W. Va.

LA PROVINCE DE QUEBEC
The historic, romantic and picturesque province of Québec is the subject of a handsome booklet which extends an invitation to the people of the United States to visit and find out for themselves the secret of Québec's popularity. Generously illustrated, this booklet is interesting and informative. Province de Québec Tourist Bureau, Dept. V, 48 Rockefeller Plaza, New York.

THE GIDEON PUTNAM HOTEL
at famous Saratoga Spa has a new booklet which stresses the fact that it is not a sanatorium and gives you an idea of the activities which may interest you if you are not taking a cure, as well as the opportunities it affords for a complete rest. The Gideon Putnam, Dept. 602, Saratoga Springs, New York.

THE BARBIZON

Mode of Living

Nowhere, perhaps, will you find a more assured background for your chosen career than at The Barbizon. Its splendid location, easily accessible to New York's theatres, shops, museums, art and music centers . . . its many talented young residents . . . the delightful blend of social and physical diversions . . . *compel* unusual achievement. Daily recitals and lectures. Art studios and gallery. Music studios with Steinway grands. Library, sun deck, terraces, squash court, swimming pool. 700 rooms each with a radio.

TARIFF from $2.00 daily, $12.00 weekly
Write for descriptive booklet V

The Barbizon

NEW YORK'S MOST EXCLUSIVE HOTEL RESIDENCE FOR YOUNG WOMEN
Lexington Ave. at 63rd St., New York City

THE ORIGINAL
Florence Walsh Dickey

PETER PAN & CONVERTIBLE COLLARS

$1.25 ea.

MONOGRAMMING 25c EXTRA

The perfect accessory for school, and office, to wear with sweaters, suits and dresses. Rayon Sharkskin in white, pink, blue, maize and red devil. Also white pique. Small, medium and large sizes. Elastic band at waist prevents riding up. At your favorite neckwear or sportswear counter.

If not available in your city order from
AMERICAN DICKEY CORP. 525-7th Ave., N. Y. C.

MAIL COUPON TODAY

Please send me.....Dickeys—Style.....
Color .....Size .....
Monogram .....Monogram Color.....
Name .....
Address .....VO

IT'S ALL RIGHT BEING AN OLD MAID

(Continued from page 62)

plays they want to see; and the whole panorama of night-life; the odd and the different people they would like to know, but can never fit into the home set-up; the lush pink room they would like to have, but he wants blue chintz; playing the radio when I want to, and not playing it when I don't want it; reading in bed as late as I want; the question of beaux.

But there are also three drawbacks to old-maidhood, according to those who are proudly called Mrs. The first is loneliness. "My dear, I know you have a full, busy life, and many more friends than I have, but don't you feel lonely when you come home to your empty room?" To me, the compensations of freedom far outweigh brief tweaks of loneliness. And not even my lowest moments could be as bad as that aloneness felt by those who live with a man who is uncongenial.

Second, they pityingly say, "But, of course, you have no children." Up to a factual point they are right. I, and all women, want children, but not all women know they want children. Plenty of young brides have felt the responsibilities of having a baby before having felt the thrill of wanting—and then having—one. But if I now get married, I know I want them, and how many, and just why. And (traditionally old maid) I would bring them up very well.

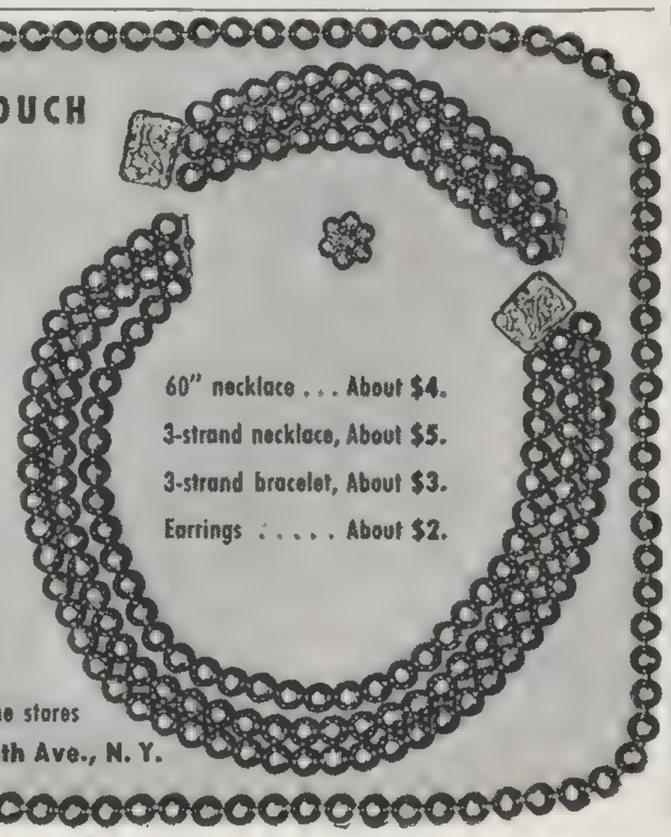
My third supposed misfortune is that I have missed the boat, because I am too late to get the pick at a wide choice of husbands. True—the men I grew up with are fairly safely married for keeps, but the range and variety of my acquaintances have stretched since bridesmaid days, and my choosing chances are as good as those of the brides I maided. Also, instead of taking the risk of a promising pink-cheeked youth, I can see the grown-up man, maybe divorced, maybe disillusioned, but anyway, the finished product.

I HAVE learned to think for myself, and no home ties or child-bearing excuses me for the results of my mistakes. My problems are not shared, and I must stick to my own decisions. I really follow a budget—and I know the value of earned money—knowing how it can be stretched to include glamour; how it can be saved to ensure the future. I meet the payments on rent and insurance; I know when to hire a lawyer and when not; I understand the truth of the word investments, and the lie in the word securities. I realize that a little home not only spells a rose-garden and blue shutters, but depreciation and damp cellars; I can make out an income-tax report correctly because if I don't, it is I who go to jail—not my husband.

Because I have been out in the world for fifteen years, I have learned a great deal about human nature—the ways of men and women in the fight for making a living, as well as in the attempt at living together "until death." I know that average ability plus confidence gets farther than great talent plus timidity; I know that every single being craves (Continued on page 136)

ADD THAT GOLDEN TOUCH IN

MIDAS
JEWELRY BY DALSHEIM



With a Midas touch, we've transformed feather-light spheres into the glory of Gold...into massive strands that look like a King's Ransom! Wear them singly by day... for Big Evenings, join the bracelet and necklace to make one extravagantly lovely gesture!

60" necklace . . . About $4.
3-strand necklace, About $5.
3-strand bracelet, About $3.
Earrings . . . . . About $2.

At BEST & CO. in New York, and other fine stores
DALSHEIM ACCESSORIES, INC. • 389 5th Ave., N. Y.

Now...

THE SLIP THAT CAN'T SLIP

WITH THE ADDED

Luxury of Lace!

TRILLIUM UNDERTHINGS

3.50

*SHAR-LOO†

BY TRILLIUM

Always the perfect base for your sleekest dress because *it* won't twist even if *you* do . . . now lovelier to look at than ever, with these enchanting touches of imported lace! Tub-tested with Ivory Flakes.

★ *straight-cut front prevents hiking up*
★ *bias-cut back for wallpaper-slick fit*
★ *underarm *Laton inserts give you a smooth-moulded bustline.*
★ *no side seams to stand out under your new rayon jersey dress.*

Sizes 32-40; 31-37; 11-17. White, opaline, tearose. Our regular tailored slips, also in shell and black, $2.25.

IN CREPE-BACK RAYON SATIN WOVEN WITH *Celanese** YARN

AT FINE STORES EVERYWHERE OR WRITE

Trillium
Dept. VO 136 Madison Ave. N. Y. C.

*Reg. U.S. Pat. Off.
† Des. Pat. No. D129-107

Fashion-Leader Footlines in

Natural Bridge Shoes

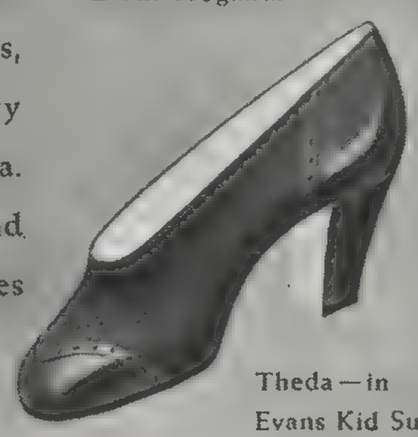
Superbly Handled in Evans

Luxury Leathers

Aglow—in
Evans Ruby Kid

Westmore—in
Evans Brogandi

Support your feet with a "natural bridge" that keeps them always ready and eager to do the things that smart feet want to. Made by Natural Bridge Shoemakers, (division of Craddock-Terry Shoe Corp.), Lynchburg, Virginia. Write for Fall style folder and name of your nearest dealer. Prices from five to six dollars



Theda—in
Evans Kid Suede

SHOWN IN THE GRACIOUS ATMOSPHERE OF INDIVIDUAL ROOMS OUR FURNITURE MAY BE INSPECTED WITH LEISURELY ENJOYMENT.....

•

EXHIBITED IN THE FOLLOWING CITIES AND SEEN THROUGH THE COURTESY OF YOUR MERCHANT.

NORTHERN FURNITURE CO.

MAKERS OF BEDROOM AND DINING ROOM SUITES FOR OVER 60 YEARS.

BOSTON · CLEVELAND · CHICAGO
CINCINNATI · DETROIT · KANSAS CITY
MILWAUKEE · MINNEAPOLIS
NEW YORK · PHILADELPHIA
PITTSBURGH · SHEBOYGAN · ST. LOUIS

THE OLD LADY

UNDER the ægis of anonymity, I acknowledge that I am the old lady. Sixty-five last winter, and I look it! Here you are supposed to say politely that you would have taken ten years off that, but I firmly decline the compliment. Who wants to look fifty-five, or even forty-five? Our more virile novelists give you the idea as to when the withered crones of forty should step out of the picture. Even "Elizabeth," Countess Russell, painted a horrifying portrait of a raddled beauty of fifty who looked at least eighty-five.

So we'll admit that the face shows signs of wear and tear, after years of exposure on golf courses, beaches, skating ponds, and ski slopes. But the legs are almost as good as new, like the time-defying shanks of Mistinguett. "Use your talent hard, and you will keep it, and increase it." (Paraphrase from the Bible.) Therefore, if you have a foolish enthusiasm for walking when you might ride, for digging in the garden instead of letting Joe do it, for climbing stepladders to paint the living-room, you will be able to wear shorts at the age of sixty-five without causing the neighbours to suggest a visit to an alienist.

WATCH the red lights, though. No baby rompers and barefoot sandals for the village marketing. Even youthful beauty, innocently nude in public, causes ribald remarks among the conservative garage mechanics and butcher's assistants.

As for me, there are times when I feel that a dress, a hat, and stockings are indicated. It is infuriating to the men, choking in their eight-ply collars, and suffocating in their tropical worsteds, to see us too comfortable. It is annoying to our elders, too—some of them much younger than I am—as they sit at their bridge tables encased in harness, to think of us free souls without a garter pulling front or back.

They are the descendants (or the ancestors) of the ones who used to look at me disapprovingly and say, "Shame on you! A big girl like you! I can see the ruffles on your drawers."

Those ruffles on the drawers (starched, they were) must have been the cause for revolt. Along with them one wore two or three ruffled petticoats, starched, a Ferris waist of drill, a long-sleeved dress, starched. Everything scratched until it got comfortably mussed, when it was snatched away, and replaced by fresh starch.

There must be a mental state concerning clothes which corresponds to claustrophobia. A couple of stout ladies sitting on the beach with their substantial weight wrapped in rumpled shorts, wiggling their bare toes in the sand, are escapists. Do not smile at them, but say with the poet, "Thou at length are free."

They are escaping from a babyhood bundled up in flannels to keep the croup out, though the croup always managed to creep

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C.O.D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF VOGUE PATTERNS

214	$2.00	9156	.40
217	2.00	9187	.35
S-4338	1.00	9210	.60
S-4340	1.00	9215	.75
9216	.40		

WEARS THE TROUSERS

under the flannels. They are escaping from a childhood completely encased in starch for summer, and in long woollen underwear for winter. Perhaps they remember, subconsciously, the flannel petticoats which bunched up in front as they walked, and the heavy woollen stockings which grew smaller as the feet grew larger, cramping the poor toes in their high, buttoned shoes.

Those plump forms were once slim and straight in a time when curves were the fashion. They were encased in steel enforced corsets which slid up and scraped the skin off their breast-bones. Their waists were eighteen inches around, and their stiff shirt-waists were filled with stiff ruffles to give the admired mature outline. Their best dresses had layers of silk ruffles to round out the hips, and linings of taffeta with ruffles at the bottoms of the long skirts. Dust-ruffles they were called, and dust-ruffles they were, unless they were elegantly held up from the sidewalks with one hand.

The other hand clutched at a large hat with a small head size, stabbed to the top-knot with two or three murderous hatpins. Wisps of hair, the blowing love-locks of the Gibson girls, were always escaping from their hairpins, and waving in the breeze to balance the effect of the straining feathers on top. These chic damsels couldn't bother about purses, for they had to carry their muffs with their extra hands; so the purses were attached, chatelaine-fashion, to tight metal belts, making solid lumps over the hip-bones.

Collars were boned almost to the ears with wires that scratched the neck, but with the informal shirt-waist was worn a stiff linen collar, wrapped about with two or three layers of heavy satin ribbon tied in a chic bow in the back. Somewhere under all this elegance was a starched corset cover, also ruffled and coquettishly beribboned.

No, children, we do not remember Paul Revere's ride, nor yet the War of 1812, but there are plenty of us who remember the Spanish-American episode, and the armour of the period. People who have grown up in a free country do not know what it is to escape from tyranny. The girls who have spent their childhood in sun-suits do not know what it means to suffer for the sake of beauty. But we do, so let us wear slacks. And shorts, and ski-trousers, and overalls, and lounging pyjamas. Also brief bathing-suits and low-heeled sandals. It's wonderful to be free.

I don't count on being tied up with a pair of wings or long, flowing draperies in any future life, either. When I appear before Saint Peter, I am afraid some of my elders will be there in ample robes, saying, "Wouldn't you think by this time she'd know enough to be her age?"

The "shine please" angle that has crept into shoe and accessory fashions is perfectly expressed in these glacé leather gloves. In addition to being the last word in style, Beautyskin gloves are *Almondized*—a process making them lastingly supple, impervious to perspiration, washable, faintly fragrant . . . *and keeps your hands satin-smooth.* In Autumn's smartest colors, moderately priced at fine stores everywhere, or write

ACME GLOVE CORPORATION, GLOVERSVILLE, NEW YORK

"Almondized"—an exclusive leather treatment patented and registered in U. S. Patent Office

You can still enjoy the luxury of a PURE DYE SILK CREPE SLIP or GOWN. Ask for the

*Hand Look** BOW-KNOT

Made of crepe textured like a gardenia petal, with exquisite satin appliqued bow-knots and embroidered scallops. Machine-stitched with hand look delicacy. Blue and tea rose. 32 to 40. SLIPS about $5.00. GOWNS about $8.00.

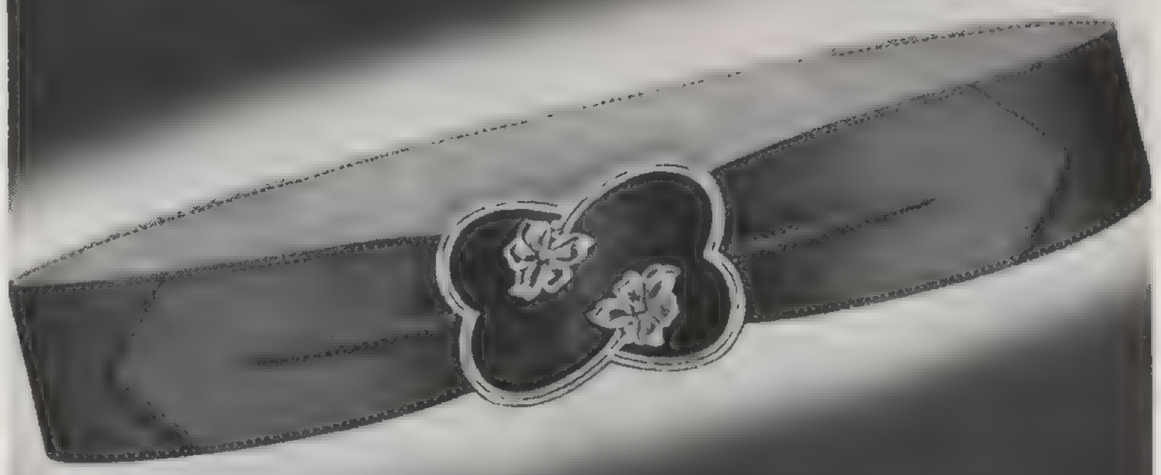
*Reg. U. S. Pat. Off.

Bonwit Teller, *New York*

and stores in leading cities. Write us for the name. Faris Bros., 45 East 30th St., New York

Your BELT for OCTOBER

Intermezzo



a Criterion Original

Shining leaves of gold . . . on a velvety suede background . . . a belt of fine simplicity spelling elegance for daytime and date dresses. In black and all new costume colors. At leading stores everywhere. $1.50

CRITERION BELTS • New York

Slote & Klein, Inc., Makers

Always insist on a belt by Criterion

*Reg. U.S. Pat. Off.

Gentle pastels reminiscent of winter sunlight reflected on a bank of rolling clouds, a soft-as-fluff wool-and-rabbit hair fabric and *Kencraftsmanship* at its best . . . all combine to make a two-piecer in *Cloudbank Colorings* with that versatile charm so typically *Ken Classic.* Sizes 10 to 20 . . . about $23.00 at leading stores everywhere.

Ken Classics

For the Ken Classics store in your city, write KENNETH TISCHLER, INC. • 108 West 39th Street • New York

HANDKERCHIEF of the MONTH*

Autumntone

Tangy zestful days of fall . . . the smart woman's call to color. Perfect foil for fall's fashionable ensembles is this hankie . . . with its magnificent tones from brilliant to tawny to dulcet. Several patterns, many colors, pure imported Irish linen. Look for the label . . . at your favorite store. 59c

Burnel — New York

*Reg. U. S. Pat. Off.

IT'S ALL RIGHT BEING AN OLD MAID

(Continued from page 133)

for the security brought either by attention or love, and they will, if necessary, wreak havoc to get it, or its many disguises; I know that bluff fools no one but the bluffer; and I know that the great majority of people, weak or befuddled as they may be, really prefer being cooperative and considerate.

But above all and everything, I have made so many real friends. When a woman lives within a safe boundary of husband and children, she is on an island, dependent only on her family. But old maids, like myself, in moments of uncertainty and trouble, must reach out to others for advice and encouragement. Then in their turn, these friends come freely to me, and thus, born of necessity, is welded a bond almost impossible in those pleasant, but unused fair-weathery friendships between two married couples. Because I am more dependent on my friends, I am richer in friends.

I know so much about marriage. I find I am mother confessor to wives—happy and unhappy. The girls, starry-eyed in tulle, who married for love before they knew what love was; the girls who compromised and married to be Mrs.; and the girls who hit the nail on the head and married the right one first round; they have all, combined, convinced me that: (1) marriage is a good way of life for both romantic and practical reasons; (2) marriage is not a panacea; (3) and, above all, marriage is not an end in itself. You are not sure of these things when you are twenty. I am perfectly sure of them now.

Specifically, as an old maid of 1941, I understand men. Braving the protests of wives who have cleaved only to one man, I believe that, through the years, I have had a better opportunity to note the motives that move men, and, therefore, man. I have listened to the loneliness of the so-called play-boy, ceaselessly searching, in affair after affair, for his impossible ideal. I know the snubbed heart that can lie behind the self-sufficiency of a big-business lone wolf. I know the honesty of ambition still held by young men, and I have seen it repaid. I know that most husbands are utterly faithful, and I know the laments of the other husbands—from the sneaky attempts at back-door affairs to the honest groping for a love that once seemed so close, and was then, somehow, lost. And I know that men are more romantic than women.

If I never marry, I am already set on a life filled with friends, work, and freedom-to-be-loved. If I do marry, which I intend to—I am better equipped to choose, get, and be happy with the great He than I was in my ignorant twenties. Having had the time to find out what I want, and the courage to wait for it, I have not been stuck with second choice. Because I am an old maid, I have obviously either not yet met the man for me, or else he couldn't or wouldn't marry me. That is my secret.

NANCY BROWN

Jenny features Swaggerer

Swagger, smart and sturdy. Hand saddle-stitched front and back panels. Brown, black . . . in morocco and broadcloth. Initials $5 extra . . . . . .

Jenny BAGS
171 Madison Ave., N.Y.C.

PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

VOGUE'S Advance Merchandise Portfolio—October 1

COPYRIGHT 1941, THE CONDÉ NAST PUBLICATIONS, INC.

Stepping up sales with shoe promotion

YOU don't have to go to heaven for "golden slippers"—you can make every one of this season's shoe crop turn to gold for you with canny promotion. For more than ever before, the American woman is shoe conscious. She wants her feet at ease as she stands on them during her longer working day, she wants her feet pretty as she dances on them in her gay hours. She accepts colour in shoes, welcomes suggestions for shoe and costume harmony, and recognizes *style* in shoes as a vital factor.

For this reason, Vogue presents this extensive autumn shoe story, with fashion points about bright shoes, polishable shoes, dainty, and sturdy shoes—down-to-earth foot-saving advice (page 67), valuable knowledge for your salespeople to read first and suggest to your customers—planned shoe wardrobes (pages 87-89), shoe "family trees," and other promotable themes, aimed to help you shoe the country smartly, comfortably, and in "golden slippers"—for you.

Colour at your feet

"Night foot, bright foot" is the right foot for gay leisure hours, and the full colour page (66) shows seven ways to lighten your customer's step. Pretty on the foot, these gay satin sandals are pretty to display, and are effective eye-catchers in your shoe-department. Show them on glass, or black velvet, as "gem" shoes, or show them as part of an evening ensemble peeping out from under a full skirt. Talk about them as brighteners for an all-black dinner gown. Vogue says: "Here's colour at your feet—in candy-coloured sandals."

Nine steps in time

Always a natural for display is the "revival" theme—and pages 90, 91 feature nine held-over favourites that have pleased the feet of the nation, and are back for a spot-lighted success. These shoes have been "stars" in their field, because they exemplified new construction, new advances in shoe design. Build up this point in display, talk about the comfort feature, show first models of the ghillie, the tango pump, the moccasin, the kiltie—add the 1941 interpretations, and "Vogue says" quotations, "Moccasin—beloved easy-footed shoe," or "Black satin dinner shoes were news sixty years ago—are news now," or "Perennially yours—the ghillie."

Wool jersey goes to tea

Jersey dresses up, puts on sequinned collars, lamé belts, or jewelled studs (pages 74, 75), and takes to afternoon formality with discreet elegance. The "news-ness" of this fabric featured at 5 p.m. makes it freshly promotable for you. Point out the flattering sculptural qualities of jersey, its non-mussability, its versatility. Show jersey dresses with shoes in the same classic tone—dress shoes of suède, faille, gabardine, kidskin. Add Vogue says: "For late afternoon or dinner—black suède with glints of gold," or "For the grace implicit in wool jersey, have a shoe of moulded kidskin."

Unanimous verdict for bright suits

Vogue exclaims, "Bright wool suits for Autumn, 1941," and suggests twelve in full colour on pages 83, 84, 85. "The Case of the Coloured Suit," fashion article on page 82, is full of accessory ideas—fashion-talk for your salespeople. Read this page carefully, draw "Vogue says" quotations from it for your window displays and advertising.

Promote your classic-line, classic-coloured shoes with gay suits. Vogue says: "In character with a soft town-suit—a black suède pump," or "Discover the charms of all-purple, from head to toe," or "Versatile green is compatible with brown, black, beige, green."

NEW SHOE THOUGHTS

Gabardine, faille, suède—tea-going threesome, alone or combined, that linger through dinner.

Display a brown-toned shoe wardrobe—coffee to champagne.

Brought back alive—with news: black alligator lizard, long wearable in town or out.

Set up your own shoe wardrobes—of four, six, eight pairs, keyed to purses, activity, colours.

Post in your stockroom, "If the shoe fits, put it on" as a gentle reminder for customer service.

Set up an old-fashioned boot-blacking box as a focus for polishable shoes. Add "Shine, please!"

Increase Your Staples This Christmas

THIS Christmas will be a big Christmas, but it will be a different Christmas. It will be different because necessary government priorities have obstructed the normal flow of some raw materials. Thus new problems in manufacturing have arisen which to an extent may slow up some deliveries. For these reasons, a diminished supply of Christmas novelties, which have always been such an important part of Christmas buying and selling, may have to be compensated for by other merchandise. We suggest that you plan more than you may already have done to make the most of your staples...but to plan to sell them with a new glamour.

To begin with, we suggest that you present them in special packages. Make these packages your own; identify them with your store, and at the same time, give them the special, festive significance of the Christmas season. If ingenious and charming and gay, these packages will make it easier to sell mundane, everyday things.

We suggest, too, that wherever possible you assemble these staples in families. Play up this idea in each department by your interior display, and perhaps by newspaper advertising and direct mail, either to a general list or as a mailing enclosure with the November 1 statements. Tell your customers that this is a dress-up, fun year for packaging the things they may have thought too practical for gifts. Show specific groups in varied price ranges and sell them the idea of giving a wardrobe. This plan can be carried through the store into departments which are usually inactive during Christmas, as well as in those where traffic is heaviest. And to give you ideas, here are some of our own.

Handbags, plural

A handbag may be the obvious choice of your customers who pore over last year's Christmas list, but what man (and what woman too) wouldn't bless you for suggesting a handbag wardrobe for a very special person? We suggest that wherever possible, the size of the handbags sold be scaled to the size of the woman who is to receive them. We consider this very important, if obvious, and if this point is followed through, we believe it will make these wardrobe sales doubly successful.

We believe in the top-handle bag, either square or pouch, as the first choice, and also in the classic envelope, which this year takes on a new fashion significance with the return of the non-fastening wrap-around coat. A black suède, possibly in the square top-handle type, a brown calf in the practical envelope style, and a third, an afternoon bag in faille would make a functional, workable trio in any woman's wardrobe.

Gloves, at least four pairs

The glove department is another where the wardrobe plan can be used to increase your Christmas sales. Four-button slip-ons are the love of every well-dressed woman's life. Be she sixteen or sixty, four-button gloves are always a certain-to-please choice as a gift. As a practical group in this length, we suggest three pairs of doeskin in white, black and beige, with a fourth pair of natural pigskin in a one-button length.

Bristling with brushes

Women by this time are aware, we hope, of the logic and necessity for brushes for any and all uses as essentials to good grooming. Women today cannot achieve the natural, finished look without brushes, either in the initial stages of grooming or in its last final steps.

Why not take advantage of this and sell a full wardrobe of really good brushes as a Christmas gift? Include such brushes as hair, complexion, powder, lipstick, eyebrow, nail, and two for clothes (one soft one for velvets and suèdes, and one for sturdier fabrics). Multiply your sales by boxing this group and putting it in your gift department, as well as in any other departments where brushes are sold throughout the year. Such a group is a staple unit, and can remain as such during the entire year.

Stockings, assorted

You can capitalize on the recent excitement and publicity in the hosiery market by suggesting that your customers buy a complete and yet new kind of stocking wardrobe this year. Instead of selling silk stockings in different thread counts for various purposes, why not sell a variety of stockings for these former uses? Suggest six pairs of cotton for ordinary day use, three woolen pairs for country wear, and three pairs of nylon for dress-up occasions in the afternoon and evening.

Sundry sweaters

Sweaters, in the plural, as a wardrobe, based on what we know this year's college girl wants to wear, is the perfect idea for the high-school or college-age girl's present. Suggest that your customers buy for her one sweater in a new roller or turtle-neck type in a bright colour, one long jumper in a natural-toned Shetland with long sleeves and plain round neck, one in an Argyle plaid to wear with heavy tweed skirts, and still a fourth in a soft, dark cashmere with short sleeves.

Handkerchief wardrobe

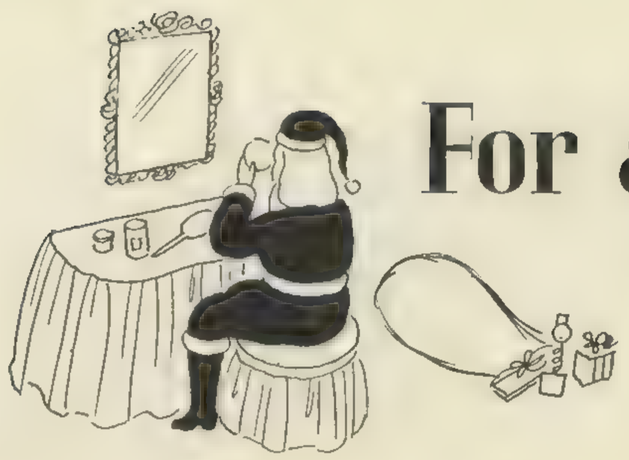
We grant that all women have handkerchiefs, but we know that most women would adore to have more. For that reason, handkerchiefs are successful as a personal or an impersonal gift. To the customers who want to make a de luxe gift of handkerchiefs, why not suggest a wardrobe of handkerchiefs for all occasions?

In this group (and it would sell well if shown in an attractive box) include plain white and embroidered white handkerchiefs, handkerchiefs in solid bright and pastel colours, some printed ones for sports wear, and two large chiffon evening handkerchiefs. Suggest that your customers have all these monogrammed to add that personal touch.

Ready-to-make

Yard goods is still another place where there are endless bright ideas for Christmas promotion. Why not select and make up for display in this department one or a group of typical young patterns in gay, bright colours? By the addition of some of the new plastic or metal buttons in novel designs, show that this is a season of exciting trimmings. Complete each costume by the inclusion of a good belt.

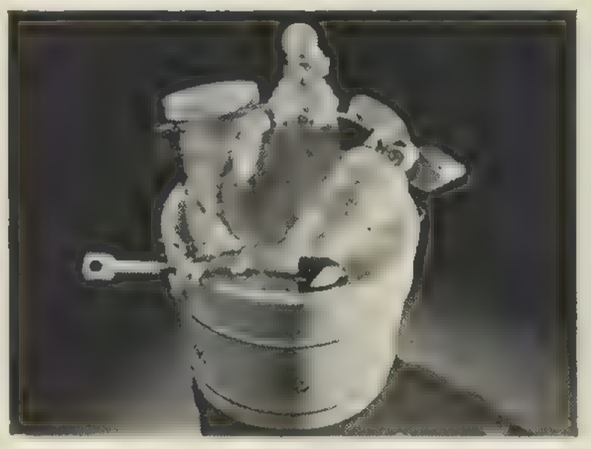
Suggest that your customers buy a Vogue pattern, buttons, belt and dress material as a gift to their teen-age friends. Follow through on this suggestion by assembling the buttons, belts, slide fasteners and threads matching the costumes you show. Give part of a counter in the piece goods department to these accessories and findings, so that the Christmas shopper can buy everything necessary in one place, at one time.



For a Beautiful Christmas

Beauty preparations are welcome gifts—this year they are more attractively packaged than ever

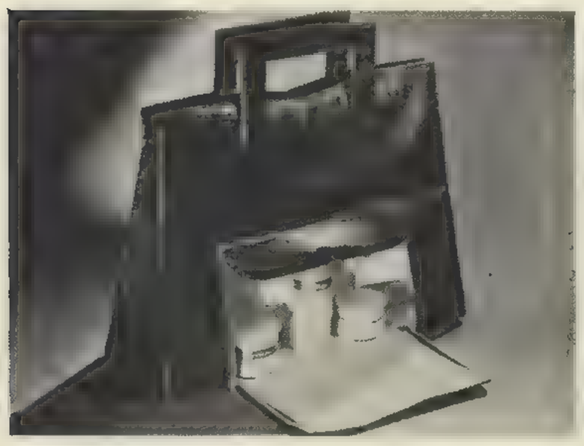
Sachet-filled mattresses and bolster lie on a fairy-tale-inspired bed. This is one of Lelong's contributions to Christmas fantasy.



Milkmaid's milk foam bath, bath Cologne, bath powder and a silver powder scoop come in a white milk pail, garlanded with flowers.

Primrose House's new, fitted case, with a water-proof interior, is small enough to go in a valise, contains seven beauty essentials.

Overnight bag with a tray of beauty preparations that lifts out, detachable mirror, extra compartment. Kathleen Mary Quinlan.



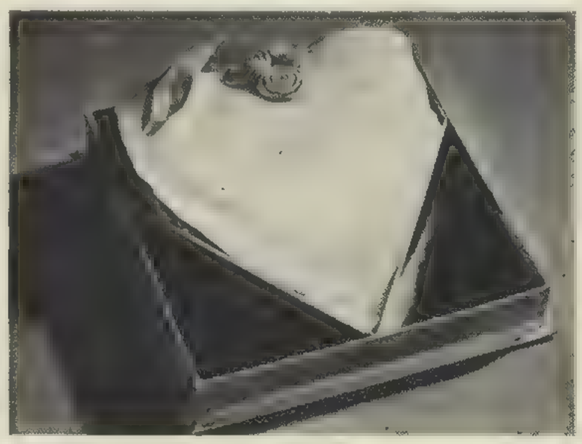
Purse-shaped kit with a convenient pocket opening outside to hold creams and cosmetics; and plenty of room inside. Kalmour.

Pond's new line of powder in its gay, flowered packages is being boxed with their creams and lotions for the Christmas market.

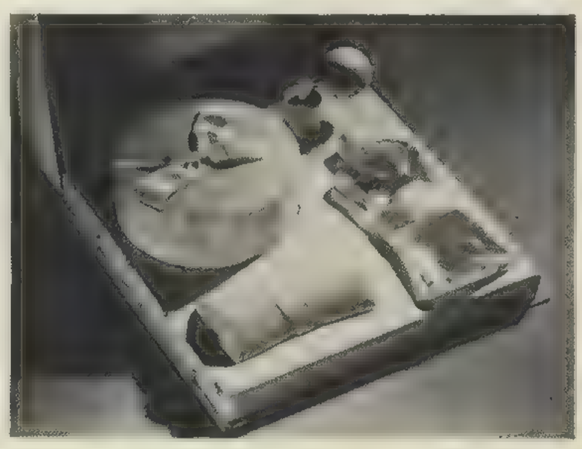
Margo, the new Elmo face powder, is presented in light, plastic containers of pastel pink in these two attractive Christmas gift sets.

Jacqueline Cochran's "Merry-go-round" set; bath oil or bath bouquet packed in a chimney or a snow-man have a holiday flavour.

Barbara Bates' "Soirée" serves as either a manicure set or a jewel case. "Star Bright" is the name of the handsome flat case.



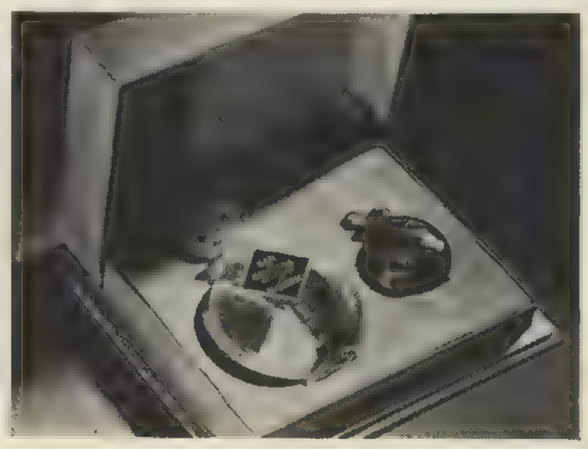
Suzanne's satin heart filled with "Toute de Suite" sachet should make a charming and sentimental Christmas present this year.



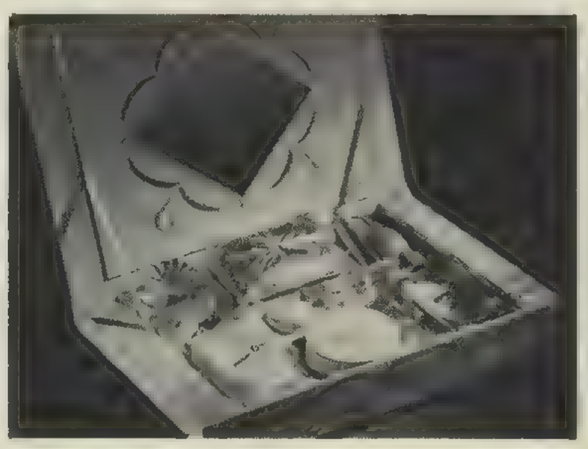
Helena Rubinstein's fragrant "Apple Blossom" Cologne, bath powder and soap come packed in a soft pink and green box.

Corday presents two sets—"Jet Corday" with perfume and eau de toilette; and "Tzigane Corday" with perfume and eau de Tzigane.

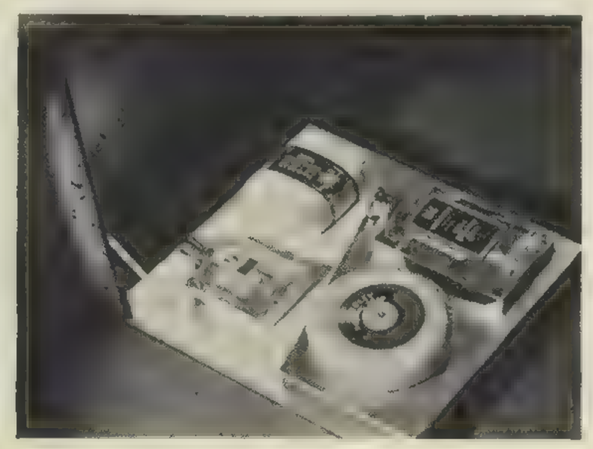
Tussy is presenting a new line for Christmas—"Pinafore", pertly done up in a gingham pattern. Shown with a Tussy kit.



Worth has packaged "Je Reviens" perfume and eau de Cologne together this year for a luxurious gift of fine scents.

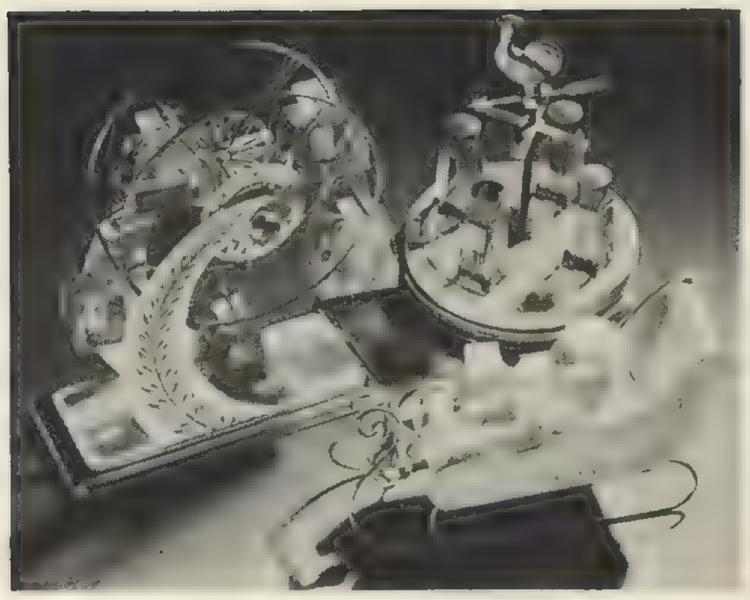


This "Mais Oui" set, in a charming box with a delicate, hand-painted effect, is representative of the large line they are showing.



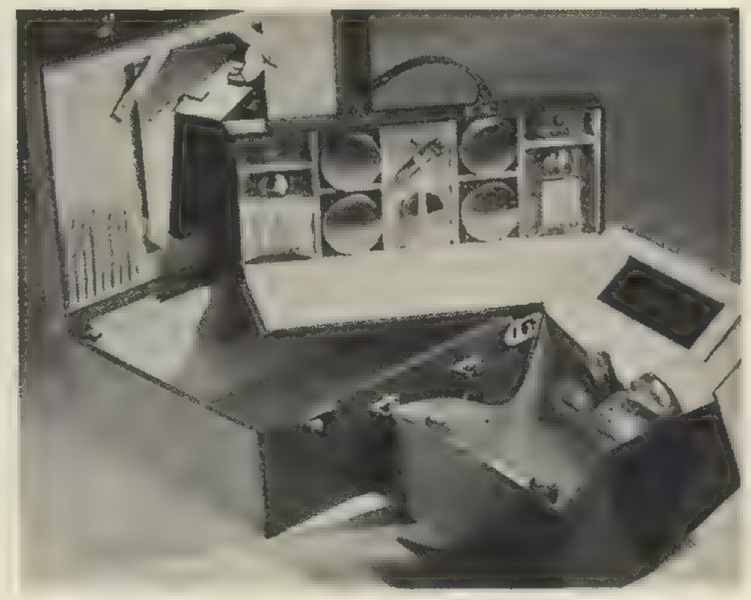
Yardley's "For You Both" set makes a perfect gift for a married couple with shaving soap for a man, and Cologne for a woman.

More Gift Suggestions



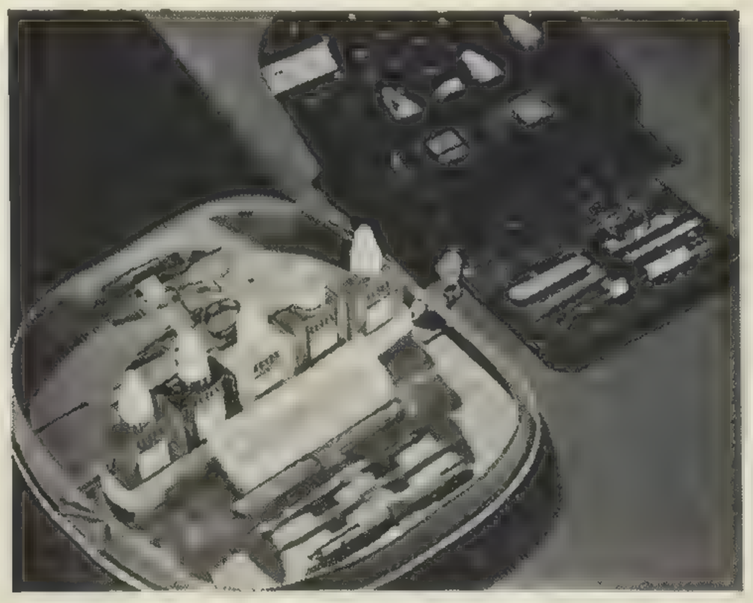
Three of Coty's Christmas whimsies—a gilt ferris wheel that actually turns and carries five flacons of different Coty perfumes; a weather vane with an arrow to point out one of the four perfumes hung under it; and a tiny sleigh with tinkling bells which holds two small bottles of perfume.

Harriet Hubbard Ayer's handsomely packaged "Tuliptime" preparations are packed together for Christmas. Next to them is her Christmas "Pink Clover" set; and in the background a black faille beauty kit filled with Ayer creams, and so constructed that it sits firmly, stays open while in use.



Barbara Gould introduces two new fitted beauty kits. The smaller one, in the foreground, is square with a large fastener and telescopes together. The larger one is a complete suitcase with plenty of room in the bottom for clothes, and a removable pullman case of beauty preparations.

Dorothy Gray has packed a jaunty red hat with a vanity case, lipstick, bottle of perfume. The set of three cakes of soap in "Nosegay" scent, comes in a moiré case with a water-proof lining. Also illustrated are a Christmas snapper filled with dusting powder, and a new vanity case.

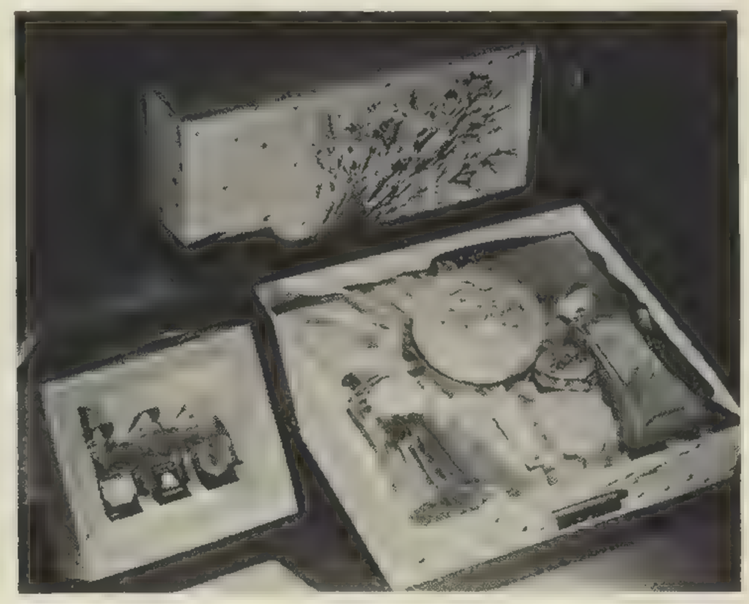


Cutex manicure sets, made of real leather, should serve as handsome gifts. These are well-tailored, distinctive in design, and made so that the bottles stand upright while the cases are being carried. Fitted into the sides of each is a complete group of manicure implements, neatly arranged.

Lenthéric's Christmas set of "Tweed" is packed in a hat-box with a blackamoor adorning the cover. The vanity case has a gold finish rimmed with jewels; and the leather case for men is equipped with comb, file, nail scissors and shaving cream, making it a compact and practical travel-set.

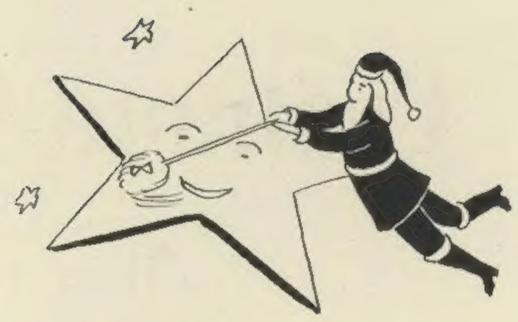
Charles of the Ritz, for the first time, has prepared special Christmas packages. The mandolin has an empty powder box so that the recipient may have it filled with her own special blend of powder. The music box and the rose-covered Armoire both hold "Moss Rose" preparations.

Schiaparelli's exotic gifts include a jewelled vanity bag holding the candle perfume bottle, powder and lipstick; a set of soaps shaped like dressmakers' dummies, packed in a transparent case; and a gay, gilt bird cage filled with sprays of bright flowers and tiny bottles of perfume.

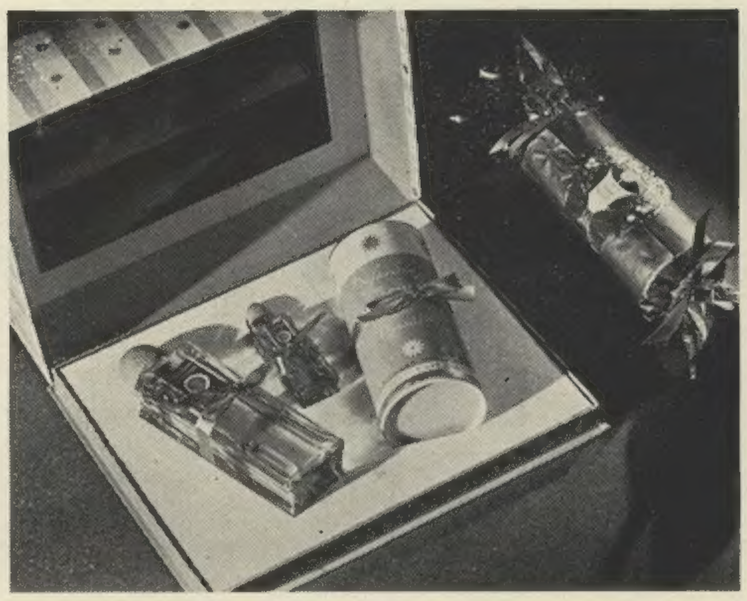


Houbigant's lovely "Translucid" line has been newly packaged for Christmas in an attractive flower-sprinkled box. The set shown here has a complete group of "Translucid" items. Next to it is the new Houbigant perfume trio of three fragrances packed in a dainty lace setting.

For a Beautiful Christmas



Bourjois' long line of Christmas "Evening in Paris" sets is represented by the large-size one illustrated above. The familiar dark blue boxes have had new designs added, and are well supplied with cosmetics and perfumes. The vanity case is also one of an extensive Bourjois gift line.

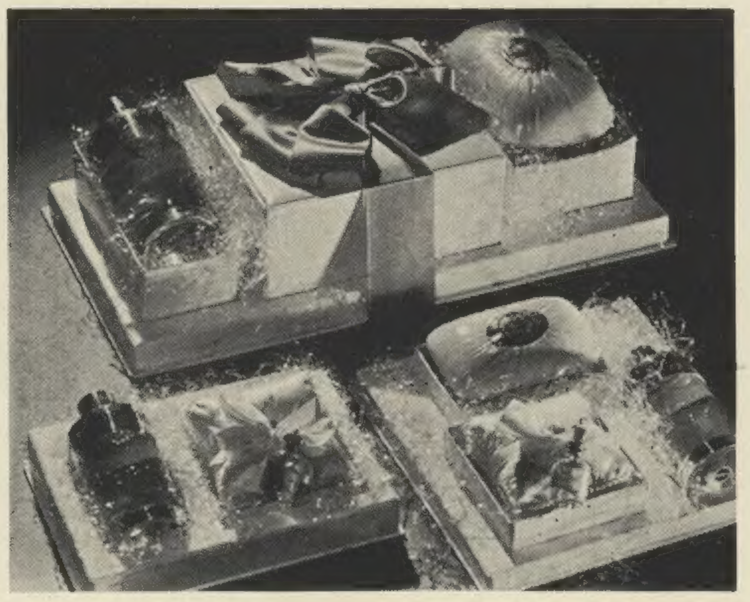


Richard Hudnut's "Yanky Clover" three-piece gift set consists of three popular "Yanky Clover" items—talcum powder, toilet water and perfume—all smartly packaged in crimson and gold. The lavender snapper embossed with Christmas seals is filled with Violet Sec talcum powder.

Shulton's Early American gift ideas are both gay and practical. The Old Spice vanity box serves as make-up box for a dressing table after the contents are gone. The doll-baby in the cradle has a soap face and a wash cloth body, while the third box contains three soap-faced babies.

Henri Bendel's Christmas boxes of beauty preparations, distinctively packed with simulated porcelain flowers and berries, should make outstanding presents. The first box of lucite is decorated with roses, delicately done; the little barrel has acorns on it; and the third box is made of birchwood.

Djer Kiss perfume, in a simple and distinguished bottle, is shown here beside its box. This is the large-size vial. Next to it is a Christmas kit with Djer Kiss perfume, sachet and Eau de Cologne with an accompanying atomizer. There are many other sets in the same line.



Germaine Monteil's three Christmas packages illustrated here are charmingly packed in cellophane with cellophane wrappings around them. The largest is topped with a huge white satin bow. Packed in them are the fine Monteil soaps, perfume pillows, dusting powders and eau de Cologne.

La Cross has brought out three new manicure sets. The first, called "Lazy Sue", is covered with chintz, and designed for a young girl's dressing table. The other two sets both zip on the sides, and have bottles of polish, remover and oil together with a complete set of manicure tools.

Revlon's Christmas duffel bag is bright and timely in a gaudy plaid, and holds enamel, base coat, cuticle lotion, remover. The silk case which fits into a purse holds one set of enamel and remover. The vanity case in the background is made of bengaline with a real leather panel in the center.

Peggy Sage's stitched, real leather manicure case folds up to close, and has a jar of hand cream in the middle as well as manicure equipment. The second case is all of red—made of red faille, it has red-handled tools, red polish and even novel red emery boards to complete the colour scheme.

Promote with "Vogue Says"

These Four Quotations on Free Cards.
Write Vogue Merchandising Service, 420 Lexington Avenue.

VOGUE SAYS:
"Have a citified version of the popular moccasin."

VOGUE SAYS:
"From nine to five heels are likely to be low."

VOGUE SAYS:
"This year a coloured suit can be the backlog of your wardrobe."

VOGUE SAYS:
"Have a tunic dress that takes years off your age."

These Quotations for Your Own Use.
Put them on your own cards, and use them in your advertising.

SHOES

Vogue says:
"This autumn you'll introduce more colour into your shoes."

Vogue says:
"Relate your shoes more closely to your wardrobe this year."

Vogue says:
"With your soft afternoon dress—a beautiful, feather-weight opera pump of suède."

Vogue says:
"There's no lessening of love for opera pumps."

Vogue says:
"You'll love the rich, velvety texture of black suède."

Vogue says:
"You'll want at least one pair of polishable brown shoes."

Vogue says:
"Have a sure-footed shoe for your hours of defense work."

Vogue says:
"For your town tweeds—a rust calfskin monk's shoe."

COLOUR

Vogue says:
"Have a yellow-gold tweed suit."

Vogue says:
"Green is compatible with brown, black, beige, grey."

Vogue says:
"If green is your colour, wear it from head to foot."

Vogue says:
"Discover the charms of all-purple."

Vogue says:
"Try mixing two or three colours together."

Vogue says:
"Raise the gold content of your wardrobe with a gold suit."

Vogue says:
"Suit news—contrasting colours for jacket and skirt."

Vogue says:
"Try a scarlet suit."

Vogue says:
"To put colour at your feet—wine-red pumps."

MISCELLANEOUS

Vogue says:
"The little wool jersey dress—a fashion too good to be forgotten."

Vogue says:
"Tucks idealize anyone's figure, regardless of age."

Vogue says:
"Black lace spins its wiles through the new Collections."

Vogue says:
"Chantilly lace hat, mitts, handkerchief—coquetry with a black dinner dress."

Vogue says:
"New—the fur-lined coat that's completely reversible."

Vogue says:
"There's grace implicit in wool jersey."

Vogue says:
"For this autumn—a suit-like-a-dress, draped softly, tied at the waist."

Vogue says:
"A simple little jacket-blouse will perform both day and evening."

TRADE EDITION SUBSCRIPTIONS
2 YEARS (48 ISSUES) $8.00
WRITE FOR QUANTITY RATES
OCTOBER 1, 1941

RETAILERS, MANUFACTURERS AND ADVERTISING EXECUTIVES ARE ENTITLED TO RECEIVE THE TRADE EDITION OF VOGUE. SUBSCRIPTIONS MUST BE PLACED DIRECT WITH THE PUBLISHERS OR DIRECT WITH A CATALOGUE SUBSCRIPTION AGENCY. DO NOT SUBSCRIBE FOR THE TRADE EDITION THROUGH AN AGENT CALLING ON YOUR STORE. MAKE YOUR CHECK PAYABLE TO VOGUE, AND MAIL TO VOGUE, GREENWICH, CONN. COPYRIGHT—THE ENTIRE CONTENTS OF VOGUE—TEXT AND ILLUSTRATIONS—ARE PROTECTED BY COPYRIGHT IN THE UNITED STATES AND ALL COUNTRIES SIGNATORY TO THE BERNE CONVENTION AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION.

SYMPHONIC STYLING CREATED THIS REVELATION OF BEAUTY.

The same woman, before and after Symphonic Styling! These are natural, unretouched color photographs of her hair. Think what such a striking change can mean to *you.*

HOW "OLD" IS *Your Hair?*

Symphonic Styling correlates Hair Color, Coiffure and Cosmetics to bring you glorified new "personality"!

TIME touches the glory of the loveliest hair tones. Even girls as young as teen-age have suffered the drabness that makes hair just miss the lovely color it used to be . . . OR COULD BE. As a result, many mirrors tell a poignant story of dull hair color . . . of make-up which doesn't color-blend with hair in flattering harmony . . . of a coiffure that isn't the crowning glory it should be!

But now, with Symphonic Styling, women of *any* and *every* age can achieve lovelier, more vitally youthful-looking hair. For Symphonic Styling corrects color defects in the hair as it blends your proper hair color with your eyes, complexion and make-up. The *sculpture* of your hair is then harmonized with your facial contour . . . and these basic beauty factors are correlated, to bring out all the charm rightfully *yours!*

Today, go to the registered ZOTOS Beauty Salon near you. Here skilled beauticians have received detailed instructions in Symphonic Styling — the complete new beauty program that makes the most of *your natural charm.*

First your own hair color is glorified, or changed to a glamorous *new* shade . . . immediately with INECTO* or LOXOL High-Speed*; or gradually with LOXOL Glamor.* Then a new coiffure is created, to harmonize with your facial contour, based on ZOTOS—the loveliest of permanent waves. Finally, MARINELLO make-up is deftly applied. When you look in the mirror it reveals a breathtaking vision you wouldn't have dreamed possible.

If you do not know your nearest ZOTOS Beauty Salon, write to Symphonic Styling, Dept. 5, 730 Fifth Ave., N.Y.C., for address and interesting literature.

ZOTOS...THE ULTIMATE PERMANENT WAVE
Your hair is first expertly judged, then treated with the proper *Zotion* to "condition" it for ZOTOS waving. Your lovely ZOTOS wave looks *natural,* pliable, silken and smooth . . . for all occasions.

YOUR COLORING CAN BE "SYMPHONIZED"
Whatever your skin or hair color, a Symphonic Stylist at your Zotos Beauty Salon can create, with INECTO* or LOXOL* . . . the *natural-looking* shade to give you your smartly vitalized "new personality".

*Caution: Use only as directed on label.

Symphonic Styling

GO TO YOUR BEAUTY SALON TODAY!

ZOTOS · INECTO* · LOXOL* · AT REGISTERED ZOTOS BEAUTY SHOPS

Actual color photograph of tobacco hanging inside curing barn—J. M. Talley inspects a leaf of fine, light tobacco, before aging.

Lucky Strike means fine tobacco

"Take my word for it—tobacco like this is plenty expensive!" says J. M. Talley, tobacco warehouseman of Durham, N. C. "But that doesn't stop Luckies. I've seen them go after this finer leaf in my warehouse again and again—and pay the price to get it!"

Smokers, the higher-priced tobaccos Luckies buy are worth the money because they're milder and better-tasting—just naturally more enjoyable to smoke than the ordinary kind.

Wouldn't you like these tobaccos in your *own* cigarette?

Remember: the independent tobacco experts see who buys what tobacco. And with these men—auctioneers, buyers and warehousemen . . .

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1

Copyright 1941, The American Tobacco Company